

The National Underwriter

LIFE INSURANCE EDITION

FRIDAY, MARCH 1, 1935



"I never looked at it in that light before"

The Case Method can help you, too.

Maybe you, too, are interested in this "sunny-day" aspect of life insurance which so pleased Mr. Delaney. Or perhaps your problem is to provide an education for your children, or to assure security for aged dependents—or any of a dozen or more desires.

Why not put it up to an Equitable agent to show you how readily the Case Method can fit a life insurance plan to your exact needs?

"I've often seen that little statue in the park," said Thomas Delaney. "On rainy days the umbrella keeps the children dry. On sunny days it casts a useful, pleasant shadow."

"That reminds me of an experience I had recently in finding protection for my sunny days as well as the rainy ones. I had never before thought of life insurance as giving two-way protection."

"The experience I mean began when I read about the Equitable Case Method and got the advice of an Equitable agent on a plan to take care of my wife and children if anything should happen to me."

"The agent worked out an insurance plan to cover that need. 'Now,' he said, 'that's the rainy-day side of insurance. Perhaps you have never considered the other angle—how life insurance can make your own later years sunny and secure.'"

"He then showed me how the reserve value of my policies could make my own life easy after the children are grown. Starting when I am sixty I will get a check from the Equitable every month as long as I live."

"And this two-way plan means only a moderate outlay each year."

THE EQUITABLE

FAIR — JUST

LIFE ASSURANCE

SECURITY — PEACE OF MIND

SOCIETY

MUTUAL — COOPERATIVE

OF THE U.S.

NATION-WIDE SERVICE



This advertisement is appearing in current national publications

PUTTING THE EQUITABLE AGENT INTO THE PICTURE

The national advertising program of The Equitable Life Assurance Society of the United States for 1935 will continue to feature the Society's Case Method of Life Insurance Planning, emphasizing the highly important part the trained Equitable agent plays in fitting the insurance to the exact needs of the prospect.

THE EQUITABLE
LIFE ASSURANCE SOCIETY OF THE UNITED STATES

Thomas I. Parkinson, President

393 Seventh Avenue, New York

Gets Maine General Agency

Charles J. Watts Has Been Appointed to Take Charge of Union Mutual Life

The Union Mutual Life of Portland, Me., has appointed Charles J. Watts manager for Maine, with headquarters in Portland. New general agency offices have been opened on the second floor of the home office building. The agency will have complete jurisdiction of all Maine territory, except Aroostook county. Mr. Watts is a native of Iowa. Early in life he moved to Missouri.

Union Mutual Has New Policy

Life Expectancy Form Being Issued; Three Other New Contracts Scheduled Soon

The Union Mutual Life of Portland, Me., is issuing a new life expectancy participating contract termed the "1935 Recovery Policy," and plans to bring out within the next three months three other new policies. These will be retirement income contract at ages 60 or 65, with insurance, and a juvenile educational endowment at age 18.

The life expectancy form may be converted to life or endowment form at any time either at attained age and date of conversion by paying premium at the new age from that date, or as of original date by paying up with interest the difference in premiums between those on the new and old policies, or difference between cash values on new and old policies for the number of years paid on the old policy, whichever is greater. Premiums on the new policy will be at original age in the latter case. On the first option, the policyholder will be allowed reserve value on the life expectancy policy at date of conversion toward payment of premiums on the new form.

Conversion may be made without medical examination except evidence of insurability if applied for within five years of date of expiration. The contract is automatically converted to whole life as of attained age at expiration if the insured then receiving waiver of

Tucker & Tucker Take Union Mutual Philadelphia Agency

Frederick Tucker and his son, F. Arthur Tucker, have formed a partnership known as Tucker & Tucker, which will manage the Philadelphia agency of the Union Mutual Life. Arthur Tucker, C. L. U., who has been with the company only three years, will serve as assistant manager of the Philadelphia agency.

Changes in Maine Comp

A. T. Lehman, who recently became associate actuary and comptroller of the Union Mutual Life of Portland, Me., has been one of the outstanding middle west insurance executives. His last connection was as actuary of the Detroit Life. Prior to that he served as actuary for the Indiana department and later as actuary for the Standard Life of Pittsburgh. He will be associated in the agency department activities with Vice-President R. E. Irish.

R. E. Irish With Union Mutual



S. B. PHILLIPS

PORTLAND, ME., April 26.—Sylvan B. Phillips, president of the Union Mutual Life of Portland, announces the election of R. E. Irish of Chicago as second vice-president. Mr. Irish has already taken up his new duties. His appointment is the first step toward growth and expansion of the company by the directors.

Phillips' election began an aggressive campaign to carry out the company's policy of expansion.



R. E. IRISH

supervisor of agencies for the Reliance Life with headquarters at Minneapolis. Later he went with the National Life, U. S. A., as superintendent of agencies, and for several years past he has been president of the Central Life of Chicago. Mr. Irish is one of the younger, more experienced company executives. He has extensive life insurance experience and commands

**TO MEN
WHO WANT
TO GROW WITH
A FINE OLD
COMPANY**

DeLapp with Union Mutual

Former General Agent of General American to Take Charge in Chicago for Portland Company

PORTLAND, ME., Jan. 17.—Announcement is made this week that A. DeLapp has been appointed manager of the Chicago office of the Union Mutual Life of Portland effective Feb. 1.

Mr. DeLapp resigned a few weeks ago as general agent in Chicago of the General American Life. In the interim he was located temporarily in the E. B. Thurman agency of the New England Mutual Life in Chicago. He came to Portland to complete the arrangements for his representation.

Mr. DeLapp was connected with the Missouri State Life for several years as an agent, making a record with the rate book. Then he became general agent and remained after the reorganization of the company as the General American Life.

He entered life insurance work in 1925 as an agent for the Missouri State, and from the start he made a record as a personal producer, writing from \$300,000 to \$1,000,000 of business annually. He is a Chartered Life Underwriter, has served on various committees of the Chicago Life Underwriters Association and is active in civic affairs in Evanston, Ill., where he resides.

Mr. DeLapp's appointment rounds out a program of expansion and development begun by the Union Mutual Life.

Branch Into Juvenile Field

Union Mutual Is First New England Company to Insure Children from Birth

The Union Mutual Life of Portland, Me., is the first New England company to branch out actively in the juvenile field. It has just amplified its writings of young people, broadening the underwriting policy to take juvenile risks on a number of forms down to one day of age. A new policy, an educational endowment at age 18, is in the mill and will be brought out early in 1935. For a number of years the Union Mutual issued down to age 15 and a year ago dropped the policy to write a number of forms down to age 10. It is now going actively into the strictly juvenile insurance field.

Each contract, as is usual with juvenile insurance, has graded death benefits up to five years. The forms now

Davis Will Supervise Two States for Union Mutual

The Union Mutual Life of Portland, Me., has appointed Hermon Davis manager for New Hampshire and Vermont with headquarters in Nashua, N. H. Mr. Davis was formerly with the Connecticut General Life. He is a native of New Hampshire and has been

Weltz Takes Union Mutual

Earl H. Weltz & Co., general agents of the Massachusetts Accident, with offices in Philadelphia, Camden, Wilmington, Pittsburgh, Detroit and Chicago, have been appointed Philadelphia general agent of the Union Mutual Life of Portland, Me.

For many years Mr. Weltz has been an outstanding life and accident

Murden Is Albany General Agent for Union Mutual

W. C. Murden has been appointed manager of the Albany office of the Union Mutual Life. Mr. Murden has

UNION MUTUAL LIFE

INSURANCE COMPANY • • • PORTLAND • MAINE

The National Underwriter

LIFE INSURANCE EDITION

Thirty-Ninth Year—No. 9

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, MARCH 1, 1935

\$3.00 Per Year, 15 Cents a Copy

Recruiting Agents Is Difficult Job

**Harder Now to Secure Good Men
—Grows Steadily
Worse**

BECOMES A MAJOR TASK

**Both New and Old Agencies Find Few
Good, Self-Financiers Among
Prospects**

NEW YORK, Feb. 28.—The recruiting problem is a tougher job today than at any time since the onset of the depression and there is little on the horizon to make anyone believe that the situation is going to get better of itself. Long established as well as newly appointed agencies are finding it necessary to make the finding of good quality potential agents a major task and to evolve and adopt effective methods for finding and inducting such material.

During the depression many very competent salesmen from other lines where the market was nil, such as stocks and real estate, became life insurance agents. Some of them did very well. About a year ago, however, the supply of such newcomers had dwindled markedly and the type of man who might be expected to make good as an underwriter and was also able to finance himself for a few months became extremely scarce. The continuance of the depression made it difficult to find a man whose morale, if not his finances, had not been badly shaken by the gloomy outlook.

Recruiting Steadily Worse

The recruiting situation has been getting steadily, though not spectacularly, worse since then and many agency heads are making it their main problem. Newspaper advertising, favored by some formerly, is now pretty much in the discard. One reason is that some of the most desirable papers here will not accept a want-ad unless it tells the nature of the business. When the advertisement states that life insurance is the type of work, it has been found difficult to attract the type of men desired.

A large proportion of the more prominent agencies have relied in the past on their own agents to bring in new men. This source has been cut into because agents' average earnings have been below normal and they have hesitated to recommend the business to their friends or acquaintances.

Of the newly developed methods for handling the recruiting problem, the main one seems to be to treat it like prospecting for life insurance buyers, with the same regard for constant effort and seeing a large number of people out of whom to make the final selection. One general agent recently in-

(CONTINUED ON LAST PAGE)

Field Men Much Encouraged by Year End Business Boom

FEEL RECOVERY IS ON WAY

**Rate Advances Were Big Factor, But
Effect Found to Be Continuing
This Year**

December and January brought a flood of applications in a great many agencies and companies throughout the country. Life insurance men are uncertain just how much weight the premium rate increases made effective Jan. 1 had in bringing in this business, although they believe this was largely responsible.

However, many of them are confident the volume increase is a definite indication of recovery. This belief is quite widely held, especially in view of the fact that in a great many instances the rush of business has continued over into this year.

Greater Optimism Felt

Insurance men are far more optimistic this year, perhaps with nothing more substantial to go on than the increased production near the end of the year. Many general agents and managers state that 1934 was undoubtedly one of the hardest years of the depression in which to sell life insurance, yet agents began to get their feet on the ground and fought back intelligently in 1934.

The year was spotty, partial recovery one month being followed unaccountably by a month or more of slack sales. Figures generally, however, indicate that the life insurance men last year made partial progress toward overcoming their difficulties. While there were many agencies that failed to exceed or even equal their 1933 figures—some of these large, well organized agencies—the 1934 totals indicate a substantially increased production for the business as a whole.

Larger Cases Appearing

Many leaders have predicted that the immediate future in life insurance is one of small "package" sales, but there has been a quite marked development of larger cases—not the \$500,000 and \$1,000,000 cases of prosperity days, but ranging from \$10,000 to \$100,000, and in a few cases somewhat higher. One factor is limiting amounts sold, of course, the rather inflexible \$300,000 limit in force in most companies.

There has been a noted growth in sale of income contracts. Wealthy men in increasing number are setting aside "stakes" in life company vaults. The people who have money are impressed with the safety record of life insurance.

Even the large producers are not spending much time in developing big cases—for two reasons. They realize it is a field of much work and little results in these times. They are getting their volume by a greater number of cases. Also, the tighter underwriting policy of companies on jumbo cases makes this a heart-breaking field in which to operate.

There are many declinations or limitations of amounts issued on larger applications. It is said a million dollar application in these times might require several months to place, among Canadian as well as American companies, but it is doubtful if \$2,000,000 or more could be placed in its entirety. The market would be exhausted.

Higher Surrender Charge Is Death Blow to Twisters

ATTACKS HEART OF METHOD

**Larger Deduction Imposed Over Longer
Period Appears to Make Re-
writing Unprofitable**

Increased surrender charges announced by a number of leading companies, a move which is expected to be generally followed by the majority of companies, it is believed by many company officials and men in the field is a death blow to twisters. The new plan generally is a charge of \$25 or \$30 which is placed on the policy initially and goes off much more slowly than under the old method. This is due to the fact that the period in which the surrender charge is applicable is much longer.

A large eastern company for example which has had a \$25 charge amortized over ten years and thus reduced \$2.50 each year, recently placed in effect a larger surrender charge extending over 19 years, or reduced at the rate of slightly over \$1.50 a year.

Charge Goes Off Slowly

This shows a much heavier surrender charge in the first ten years, making it extremely difficult for a twister to show any advantage to a policyholder at any time in this period by cashing out and taking a new policy, even though interest on policy loan should be considered as a charge properly added to the premium rate paid, and even though the twister should calculate, as usual, the alleged "actual" premium rate paid on the old policy by taking into consideration the net amount at risk.

Under the new plan, it appears, many years are required to build up a cash surrender value to make it worth while for the twister to spend his time on the case. On most forms and at most ages at issue, the new surrender charge leaves only a nominal surrender value at the end of the second year. In fact, it is said, in many cases actuarially the surrender value at the end of the second year is completely wiped out and the company arbitrarily has set a surrender value of approximately \$1 in order to have some value to offer policyholders in that year.

Closes Loophole for Twisters

Under the new plan at the end of five years there is still a surrender charge of \$22.50; end of ten years, \$15; 15 years, \$7.50; whereas under the old plan of \$25 surrender charge spread over ten years, at the end of two years there was only \$22.50 surrender charge, three years \$20, four years \$17.50, five years \$15, etc. Thus in a few years the values built up to a fairly substantial sum and the surrender charge had been reduced so much that there was a loophole for the twister to demonstrate an apparent profit to the policyholder in making a change.

There are several possibilities looming on the horizon for companies which do not immediately follow the lead of the more important companies in greatly increasing their surrender charge.

Companies which do not do so naturally for a time will enjoy a great sales advantage as their contracts will be

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Financial Officers Hold Chicago Meet

**Tests to Apply to Various Types
of Bonds Are Outlined by
Specialists**

IN MIDWINTER SESSION

**Torrens Says Life Companies Are
Unable to Compete With Federal
Loan Agencies**

Life companies are unable to compete with federal land banks in the farm loan field because of the disadvantages of taxation, lower permissible ratio of loans to value, and necessarily higher interest rates. American railways are in a crucial period this year, such that if spring traffic falls below expectations even the federal coordination plan now before Congress may not be sufficient to meet the situation.

These were two significant conclusions of speakers at the mid-winter meeting of the Financial Section of the American Life Convention held in Chicago. They were voiced by D. T. Torrens, vice-president Kansas City Life, one of the veterans in the farm loan field, and Dan N. Bacot, consulting engineer Railroad Analyses, Baltimore, formerly for many years a railroad executive and traffic man.

Morning, Afternoon Subjects

The meeting was devoted to two themes, in the morning there being addresses and discussions on tests to apply to various type of securities, railroad utilities, municipal and government, and in the afternoon on the subject of farm real estate, mortgage loans and management.

The Torrens and Bacot papers greatly impressed the financial officers. Mr. Torrens said that with federal land banks permitted to lend up to 75 percent of value where life companies are limited to 50 percent, and with the threat of 3½ percent federal farm loans, or no more than the guaranty on reserves of many life companies, the latter cannot resume general operations in this field. Companies fear the effects of new laws, government domination, and also that borrowers' morale may have been so lowered by moratoria that they will not make the same effort to repay loans as did borrowers of the past.

Farm Sales Are Profitable

He expressed belief the public eventually will realize that federal land banks must operate on a proper business basis or quit the farm loan field, and the farmers in time will return to life companies for such loans. Mr. Torrens reported that to date although his company has made no effort to sell its farm properties, the sales end shows a

(CONTINUED ON PAGE 9)

Want to Add to Insurance

Curtis Publishing Company Survey Shows Majority of Buyers Feel 10 Percent of Income Should Go for Policies

NEW YORK, Feb. 28.—Definite admissions by life insurance buyers in a recent consumer survey of typical American communities indicate that additional insurance amounting to two and one-half times their present coverage is desired by half the men now owning life insurance, Fred Bremier, assistant manager division of commercial research, Curtis Publishing Company, told the New York City Life Managers Association. He was describing results of a survey made last spring by his company jointly with the Life Insurance Sales Research Bureau.

Of this potential additional coverage, 92 percent is desired by men rating either good or excellent from an economic standpoint, the survey showed.

Majority for Buying Policies with 10 Percent of Income

"More than half the men interviewed believed they should use 10 percent or more of their income for life insurance," said Mr. Bremier. "If this sample of consumer opinion may be considered representative and typical, we may in all fairness conclude that they fail in the execution of their beliefs. In 1933, the calendar year prior to the survey, the national income was approximately 48 billion dollars. If 10 percent of this had been received in premiums by insurance companies, the amount of actual premiums would have been increased by almost 50 percent. And it should be borne in mind that 1933 did not represent a normal year for national income.

"The present and near future appears to offer an unprecedented opportunity for the sale of life insurance. The consumer is not only favorable toward your product but the largest percent report that life insurance is now their favored method of saving and investment.

"Because of his recent economic experiences, he is more conscious of the soundness and stability of life insurance. Every life insurance agent should pledge

himself to see that each client and prospect buys adequate insurance of the type best adapted to meet his needs. The market is ready. Cash in on this extra-favorable opportunity."

Some worth-while markets that seem to be neglected are young men, farmers and men in small towns, and wives and women for insurance on themselves and influence on husbands and other men in the family, Mr. Bremier said.

Some of the findings that should particularly be borne in mind by the life insurance business were listed by Mr. Bremier as follows:

1. The trend in future buying is to-

ward annuity or income insurance for old age income.

2. The consumer needs education on the investment features of life insurance and consideration of insurance as a replacement of monthly income instead of lump sum payment.

3. Consumers interviewed appear to have a preference for the well-trained agent, as indicated by their comments and opinions, and manifested a greater willingness to see and do business with him.

4. Only half the men interviewed are agreeable to giving even favored agents the necessary information for them to be able to make intelligent suggestions.

5. The belief of almost half the men that they initiated the purchase of a policy is confirmed by the agents themselves—but 35.9 percent of the agents report their major selling difficulty is "finding good prospects."

6. Adherence to the fundamental principles of sound merchandising is essential.

Actuarial Firm Discusses Agency Problems

Cameron & Chambreau, Harris Trust building, Chicago, well known consulting actuaries and tax consultants, have issued a bulletin which they have sent to a number of company officials, discussing agency questions from a general standpoint. The bulletin gives its opinion that there is a rising tide in business and hence the suggestion is made that the selling of life insurance can now be entered into with much more assurance of success than during the last few years.

Greatest Problems Are Selection and Training

Cameron & Chambreau declare that the obtaining and soliciting of agents is perhaps the most serious problem before life executives. It is one to which scientific methods have been applied only within comparatively recent years and then only to a moderate extent. The training and maintenance of agents in the past, they say, have been very haphazard. The firm states that agents rightly desire to make a reasonable living wage. If they continue in their work for the same company they want to look forward to a satisfactory and increasing income for the rest of their active lives. Furthermore agents when they retire or become disabled desire that they and their families will be partially taken care of by renewal commissions.

Say Officials Should Be More Agency-conscious

The actuarial firm asserts that company executives should become more agency-minded and should insist that the personnel of every department, whether inside the home office or closer to the field, should have a thorough understanding of agency problems. The firm declares that field representatives should be drawn from the best citizens. The selection of agents is all important for the quality of the rate book man determines to a large degree the quality of business the company puts on its books.

Factors in Financing Agents Are Considered

Cameron & Chambreau say that generally speaking the question of financing agents resolves itself into a system of cash advances based on the character and responsibility of the agent. The principal factors to keep in mind are first, that the character and responsibility of the agent should be determined in the first place before he is hired and therefore before any advance is made, and second, that the company should carefully scrutinize its agency accounts, both individually and collectively from time to time to see that the renewing

of the business is not hampered by evils arising from too great advances.

Cameron & Chambreau feel that there should be continuous contact between home office officials and agents. There is a limit to which traveling activities can go on account of expense, but the contention is made that within reasonable expense limits, it seems well worth while for a company to encourage and indeed insist upon these contacts being made. The human element is a considerable influence in the maintenance of field morale.

Advices Concentration of Effort in a Territory

The actuarial firm asserts that capability of intensive cultivation of a given area or territory already entered rather than spreading out or expanding into new territory before there has been sufficient intensive cultivation of territory in closer proximity to the home office. The firm declares that many young companies, if not most of them, have made the mistake of entering too many states before they have sufficiently canvassed and developed their home state. The maximum business should be sought in territory nearest to the home office, in the opinion of this firm. Cameron & Chambreau say that a clear cut system of agency planning and development should be a central part of the life company's organization.

Ordinary Life Volume Gain 37% in January

Ordinary life sales increased 37 percent in January, according to the Sales Research Bureau. Every section of the country reported substantial increases. Only South Dakota and Arizona failed to show an increase for the month. The figures by sections and for cities follow:

Sections	% Gain
New England	33
Middle Atlantic	54
East North Central	28
West North Central	12
South Atlantic	33
East South Central	25
West South Central	27
Mountain	30
Pacific	29
Cities	% Gain
Boston	39
Chicago	26
Cleveland	40
Detroit	24
Los Angeles	36
New York	51
Philadelphia	29
St. Louis	06

Value of Life Insurance as Investment Is Shown

Ordinary life insurance has been considered by life agents as the proper and, perhaps, only investment program for persons of moderate means, but even in view of the great loss due to the stock crash of 1929 and subsequent depression, it is not widely known that life insurance is equal if not superior to a general investment program for persons who are well to do.

This demonstration was made in the case of a client of the H. A. Zischke agency of the Union Central in Chicago, in the experience of a Chicago man with a considerable income, reported personally to Mr. Zischke.

This man disclosed that only recently he and his wife analyzed their stocks, bonds and other securities accumulated over a 40-year period, during which, the man said, he never had invested less than \$15,000 a year. A comparatively small part of this went into life insurance, the man accumulating altogether \$200,000 of policies. The major portion of his investment fund went into bonds and stocks.

Securities Greatly Depreciated

The man and his wife, to their amazement, found that on the basis of present market values their bonds and stocks were worth only \$60,000. The man told Mr. Zischke they were much concerned over the situation and fearful for the future. They were especially anxious to make sure of a living income in their declining years.

Upon examination of the man's estate Mr. Zischke found the \$200,000 of life insurance had a paid up value of \$125,000. Thus no matter what happened to the man, without spending another penny on life insurance premiums he could feel assured of leaving a large estate to his wife, and an estate in the most liquid form, worth 100 cents on the dollar.

It further developed that these policies had a cash value of \$56,000, or nearly as much as the present market value of all his stocks and bonds for which he had paid a great deal more.

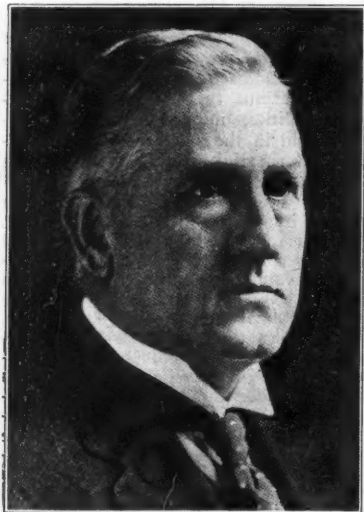
The man is over 65, thus the cash value of his policies would, if he cared to use it to purchase a life annuity, bring him an annual income of nearly \$4,800, or \$400 a month guaranteed.

The value of the life insurance was so thoroughly demonstrated, however, that the man would let that go only as a last emergency. He contemplated selling all his stocks and bonds to put proceeds into an annuity, figuring that any substantial recovery in market value would be so long delayed that at his age it would be hardly worth while waiting to get back some of the money he had invested. He was willing to take a loss now in order to safeguard the remainder of his capital and obtain definite assured income for the future.

Oppose Endowment Bill

ALBANY, N. Y., Feb. 28.—The bill providing that when a policyholder under an endowment policy dies the company must pay the same amount of insurance as the premiums paid would have purchased at ordinary life rates is being opposed by life insurance interests. H. S. Weaver, Life Presidents Association, and C. G. Taylor, Jr., third vice-president Metropolitan Life, opposed the measure at a legislative hearing. Mr. Weaver said that the proposed bill assumed that a life company can add a benefit to a policy without increasing the premium. Various policies are carefully established on the basis of actuarial experience, he said. Henry Moir, president United States Life, said if the bill was passed the companies would have to retire the endowment policy. Wendell Strong, actuary Mutual Life of New York, and D. L. S. Douglas, actuary New York Life, also opposed the bill.

Change in Title



GEORGE A. GRIMSLEY

George A. Grimsley, founder of the Security Life & Trust of Winston-Salem, N. C., who has lately been chairman of the board, has now been elected vice-president, in a revision of the official lineup. He is a past president of the American Life Convention, having been elected in 1915. From 1912 to 1919 he served as chairman of the board of the Jefferson Standard Life.

Property Handling Methods Surveyed

Various Methods of Managing, Selling Urban Real Estate Are Outlined

A.L.C. COMPANY PRACTICES

Commissions, Fees, Advertising Covered in Replies to Questionnaire; Attitude on Church Loans

Companies practices in handling urban real estate are shown in answers to a questionnaire recently sent out by the American Life Convention of Chicago to member companies. Forty-four companies depend on correspondents to handle such properties, 35 use management companies, 16 handle through home offices, and a Canadian company through salaried branch superintendents. Some use real estate departments of banks.

There were 54 companies indicating they list such properties with only one real estate brokerage firm; 22, more than one; one with all reliable brokers. Exclusive listings are given by 12 companies to brokers; 67 do not do so. Exclusive listing generally is given only in exceptional cases, and for limited time.

Commission, Advertising Practices

The companies do not pay a commission rate on sale of property in excess of local real estate board rate, a few qualifying, "unless board rate low and would preclude sale." Advertising expenses incurred by correspondents in selling urban property are paid by 14 companies, not paid by 62. One company handles its own advertising; a number make exceptions. Three companies accept as low as 5 percent down payment, 30 require 10 percent; six 15 percent; ten 20 percent, four 25 percent. Interest rate ranges between 5 and 6 percent, 32 companies asking 6 percent and eight 5 percent. Exceptional cases are decided on their merits. The remainder in most cases is amortized over ten years at 2 to 5 percent.

Thirty-one companies give correspondents price lists on all properties, 46 do not; some have no definite asking price, depending on market conditions. Some set minimum asking price. In most cases the companies consider present and possible future market values in setting a price, and make careful survey with present value a large factor. Fourteen companies determine on basis of investment, 33 on present market values and possible future values. One company takes five-year market value as a guide.

Property Management Fees

Fee paid for property management in most cities is 5 percent of gross income. Only 11 of the companies allow correspondent a fee of 10 percent of cost of improvements and rehabilitation to compensate for time and supervision; 57 do not do so, but the rate varies from 5 to 10 percent in some cases. There are 45 companies withholding property from the market for possible future profit from sale; 29 do not do so.

The general trend of companies seems to be to discontinue loans on church properties, the consensus on the question of experience being "unsatisfactory." Experience of Canadian companies appears to be better than in this country. All denominations are represented in transactions of the A. L. C. membership.

W. R. Fisher, 53, assistant superintendent of the Prudential at Saginaw, Mich., died there after 18 months' illness. He had been with the Prudential 21 years.

Special Conference Dates Have Now Been Arranged

ANNUAL RALLY AT CINCINNATI

Life Office Management Association Announces Times and Places for Its Meetings

At the winter meeting of the directors of the Life Office Management Association in New York City preliminary plans for the 1935 annual and special conferences were drawn up. Executive Secretary F. L. Rowland has announced that the eastern special conference will be held at Hotel Roosevelt, New York City, April 22-23. Two meetings will be held simultaneously. A two-day session will be devoted to "Home Office Investment (Mortgage Loans) and Property Routines." G. A. Hardwick, vice-president Penn Mutual Life, will serve as general chairman. Another session will develop the subject, "Home Office and Agency Functions in the Handling of Claims and Surrenders." A. F. Jaques, administrative supervisor claim department Prudential, is general chairman of this session.

The midwest special conference will be held in Kansas City, Mo., May 20-22, with headquarters at Hotel Muehlebach. Richard Boissard, vice-president National Guardian Life, Madison, Wis., is general chairman of the conference. The first two days will be devoted to a consideration of "Home Office Underwriting and New Business Activities of Small and Medium-Sized Companies." C. L. O'Brien, superintendent underwriting department Minnesota Mutual Life, has developed the program for this session. The third day of this conference will consist of addresses and discussions of "Collection and Conservation Efforts and the Maintaining of Records Incidental to Handling Reinstatements, Paying

Financial Speaker



GEORGE A. BANGS

George A. Bangs, president of the United Mutual Life of Indianapolis, delivered one of the important addresses at the meeting of the Financial Section of the American Life Convention in Chicago last week. He has devoted much attention to the municipal bond question and the conclusions that he presented on this subject were interesting and valuable.

Commissions on Reinstated Business, etc." L. D. Ramsey, secretary Business Men's Assurance, has prepared the program of this session and will preside over the meeting.

The 1935 annual conference will be (CONTINUED ON LAST PAGE)

Pact Prepared by Agency Officers

Seek Signatures to Agreement Banning Future Employment of Part Timers

MAY REDUCE TURNOVER

"One Case" Men Would Be Outlawed—Licenses of Inadequate Producers Would Be Canceled

Member companies of the Association of Life Agency Officers are receiving this week the result of the labors of the committee on agency practices which was appointed at the annual meeting last fall and to suggest a definite plan of action. Recently the committee conferred two days with a committee of the National Association of Life Underwriters. The agency officers' committee was appointed in view of the crusade launched by President T. M. Riehle in behalf of improved field conditions.

The plan takes the form of a specific agreement, which each member is to sign. The committee is following the precedent of the association's committee on substitution of business which has secured the signatures of almost 100 companies to its agreement.

Title of Document

The document is entitled "Plan for Improving Agency Practices—Declaration of Guiding Principles and Agreement," and reads:

"In order to reduce agency turnover, to increase public confidence in life underwriters and in life insurance, to eliminate obviously unqualified persons entering the business—all of which would result in increasing the flow of quality business, and creating improved field morale, the following declaration of guiding principles is formulated in the hope that it will be generally subscribed to by those in the life insurance business charged with agency responsibility.

"1. An urban center is defined to be a city of 50,000 persons or more, according to the 1930 United States census, and shall be understood to include certain territories within a radius of 10 miles (more or less) from the center or boundary of such cities. Included also shall be certain additional natural population centers adjoining such urban centers.

"2. A part-time agent is defined to be one who, in addition to selling life insurance, is engaged in work other than insurance in any of its branches.

Ban on Part Timers

"3. No part-time agents, as defined in paragraph 2, will be hereafter employed by this company to sell life insurance or annuities in urban centers, as defined in paragraph 1.

"4. Part-time agents, as defined in paragraph 2, now employed in urban centers, as defined in paragraph 1, shall be given an opportunity between now and Dec. 31, 1935, to decide whether they wish to give up their other occupation or occupations and thereafter, if they do not give up such other interests, their contracts shall be canceled.

"5. No contract shall be made with or business accepted from the so-called 'one case' man who is not engaged full time in the insurance business.

"6. The production of all newly appointed agents shall be reviewed regularly at the conclusion of the first six contract months and those contracts shall be canceled where the business sold is inadequate in our opinion.

"7. In addition, we shall review periodically the contracts of all agents (CONTINUED ON LAST PAGE)

"Keeper of the Gate"

They are not all novices who, not finding their prospect in, leave his office without contacting the "keeper of the gate." A great total of life insurance is written each year by contacting a secretary or other outer office occupant.

Example—from our Harrisburg Agency:—

The secretary said that her employer was in New York until next month. The two representatives asked to see his assistant. When he learned that they represented this Company he told them he was a policyholder and had two sons, working, who he thought were insurance prospects. The Agents met him and his sons at luncheon. Three applications for \$2,000 each were secured—two on the sons who were working, and one on a fifteen-year-old son.

And why not? Is the employer the only needer of life insurance in the executive circle? Thousands of aggressive underwriters make sales that would astonish the man who stalks out when either his prospect has rebuffed him or is absent.

THE PENN MUTUAL LIFE INSURANCE CO.

WM. A. LAW, President

Independence Square

Philadelphia

Colorado Quiz Now Turns on the Mutual Benefit Concerns

LEGISLATION BEING DRAFTED

Investigation Prompted by American Life Scandal Focuses Attention on the Post Mortem Outfits

DENVER, Feb. 28.—Placing mutual benefit companies directly under the supervision of the insurance commissioner will soon be recommended to the Colorado senate by its insurance investigating committee, it was indicated last week. This impression was the result of another secret session at which two holders of mutual benefit memberships were said to have testified, the details of the testimony not being made public.

Senator Ammons, who is sponsoring the investigation as a result of the American Life scandal, pointed out the mutual benefits now obtain authority to operate from the secretary of state and rarely are examined.

It is expected that changing of laws so as to supervise mutual benefits will be only a part of the now rapidly progressing investigation, since it has been indicated that inquiry will be made into the office of Commissioner Jackson Cochrane to determine if there has been misconduct. A mutual benefit bill has already been drafted, and it is probable, with a few changes, it will be recommended to the senate.

Provisions of Bill

This law would provide that the commissioner determine the advisability of chartering a mutual benefit and also supervise its operation; that the firms specify exactly the amount of death benefit and that these benefits be paid within three months; that the company be declared insolvent if any claim remains unpaid, five months after death; that a company can not operate if it has less than 500 memberships within one year after it has qualified; that no company be allowed to merge or consolidate; that officers who handle money post \$2,500 bond; and that home companies pay a \$50 fee, and foreign companies, \$200.

The secretary of state reports about 150 mutual benefits are now operating in the state.

It was reported here last week that a suggestion has been made to appoint some disinterested individual as general manager of the American Life, whose officers are under several county grand jury indictments as the result of alleged fraud when the company was sold in May. The appointment would last until the present litigation is settled. Commissioner Cochrane, it is said, admitted he had negotiated with representatives of the company regarding this appointment, but gave no details. It is reported President C. W. Helser of the American stated the directors have not considered the proposed appointment as yet.

Federal Judge Symes this week dealt stiff sentences to two officers of the Union Benefit Association of Denver for using the mails to defraud. F. H. Jenkins, G. B. Riker and R. R. Moodie, the officials, were indicted last fall, and in January, a motion to quash was denied and a demurrer overruled.

Jenkins and Riker originally pleaded not guilty but changed their pleas to guilty. Jenkins was sentenced to a term of 15 months in the federal penitentiary and Riker was fined \$1,000, which he paid the next day. Moodie is reported to be seriously ill and he was not arraigned.

The association was organized under the not-for-profit statutes nearly five years ago. It was shown the defendants converted funds for their own use and use in the association.

At the time of their indictment, there were about \$25,000 in unpaid claims.

John S. Fabling was appointed re-

Continuous Sales



A. B. CULBERTSON

The record of 202 individual applications in 138 working days without a miss, or an average of about 1.5 applications a day, was set in the period Sept. 10, 1934, to Feb. 16, 1935, by A. B. Culbertson of the Goldsboro Insurance & Realty Company, Goldsboro, N. C., general agent of the Pilot Life of Greensboro, N. C. There were no group or salary savings cases counted in this production. Mr. Culbertson is continuing his record, unbroken, of at least an application for each working day. His formula is, "Get them to feel that they are served—not sold." Before becoming a life agent he was a superintendent of schools. On much of his business, settlement is secured with application.

Comments on Methods

"I do not talk business constantly, but gradually find out the prospect's ideas, his attitudes, his financial condition and his social situation," Mr. Culbertson comments. "I do not try to sell him anything, but whatever statement he makes I try to build onto it as a basis for getting him interested in life insurance. I do not take issue with any statement he makes, but try to reason with him, if necessary."

"Closing is one of the easiest things in the selling business if properly done; it is merely a matter of offering to the prospect a contract for his approval after—and only after—he has come to the conclusion that it is an investment. In many cases I find it wise to explain when a policy is in force, getting at least a small advance payment, serving to bind the applicant in most cases. I do not find it difficult."

Passage of the Indiana Code Expected This Week

INDIANAPOLIS, Feb. 28.—The insurance recodification bill has passed the house by a vote of 71 to 6 and is now in the hands of the senate insurance committee. It passed the house without any material changes from the original draft. It will be pushed to passage this week if possible, as the legislature will probably adjourn next week.

ceiver for the firm and his bond was set at \$1,000. It was disclosed after the case was settled that post office inspectors are making examination of mutual benefits that appear to be operating in the same manner as was the Union Benefit.

Hercules Life Gives Account of National Life U. S. A. Fund

ILLINOIS STATEMENT FILED

Results Show the Sears-Roebuck Company Is Giving Good Account of Stewardship

An annual statement which attracted considerable attention was that of the Hercules Life of Chicago, which reinsured the business of the National Life, U. S. A. This is one of the first statements filed with the Illinois department which gives particulars of a reinsurance, with lien, of the business of a large life company which had been in receivership over an extended period.

The Hercules Life on Feb. 8, 1934, reinsured the business of the National Life, U. S. A. which was placed in receivership Oct. 17, 1933. On that date the National Life, U. S. A. had insurance in force to \$202,124,000. The Hercules statement shows reinsurance of \$183,557,062, the difference reflecting the automatic reduction of the extended term and reduced paid up insurance in force of the National Life on date of receivership and the amount of insurance of dissenting policyholders, which latter was negligible. The automatic extended and paid up insurance was reduced 50 percent under the terms of the reinsurance treaty.

Results Highly Satisfactory

The statement as filed shows a total of \$147,063,885 of National Life business in force Dec. 31, 1934. This indicates that more than 80 percent of the business reinsured was still in force a date well over a year beyond the date of receivership, a most favorable showing. The results were practically comparable to those of many of the best companies functioning in a normal manner, which is surprising for the administration of a company which had been in receivership. The National Life, U. S. A. premiums collected by the Hercules in 1934 were \$3,916,444.

Out of the National Life fund during 1934 the Hercules paid all death claims, accruing prior and subsequent to the reinsurance treaty, amounting to \$2,485,000 and other policy claims of \$360,000, finishing the year with cash on hand \$2,046,511.

The Hercules own statement shows it began business in 1934 with capital of \$500,000 and a contributed surplus of \$500,000. As of Dec. 31, 1934, the surplus stood at \$516,094, with all securities carried at actual market values. The company is owned by the large merchandising house of Sears, Roebuck & Co.

To Decide on Actuaries' Meeting

The board of governors of the American Institute of Actuaries will meet in Chicago March 16 and then will decide the time and place for the annual meeting. It is likely that it will be held at the Edgewater Beach Hotel, Chicago.

Iowa Man's Ordinary Life Policy for \$2,000 Matures

CEDAR RAPIDS, IA, Feb. 28.—Sam Shafer, 96 year old Cedar Rapids resident, has outlived the term of an ordinary life policy issued by the Aetna Life and is now in receipt of the proceeds, \$2,022, representing the face of the policy, plus dividends. Mr. Shafer took out the policy 63 years ago when he was 33 years old. To outlive the American Experience mortality table is a rare occurrence in life insurance annals, as out of 100,000 persons 10 years old, only three are expected to live to 95.

RECORDS

Detroit—January sales reached a new peak, according to H. B. Thompson, executive secretary Associated Life General Agents & Managers. Seventeen agencies writing 40 percent of total reported paid business of \$9,879,020, an increase of 10 percent over December and 22 percent over January, 1934.

Indianapolis—January sales by 43 offices handling 90 percent of total, increased \$500,000 over December. Agents delivered 1,962 ordinary policies for \$5,073,905, an increase of 13.28 percent in paid business.

Edward A. Woods Company, Pittsburgh, Equitable Life, N. Y.—January paid business of over \$6,000,000 was \$1,000,000 in excess of December which was considered the best paid business month in agency's history. Agency 30 days ahead of company quota.

Guarantee Mutual Life—26 per cent ahead of last year in net issued business. Total gain first 60 days of 1935 will be 30 percent.

E. A. Hasek, Kansas City, Mo., National Life, Vt.—40 percent gain in January.

Harley A. Huskey, E. B. Thurman general agency New England Mutual, Chicago—Leading agent of company in January in paid premium volume.

Financial Section of A. L. C. Has Press Clipping Bureau

A press clipping bureau to disseminate to members information relating to securities is to be conducted by the Financial Section of the American Life Convention. This is made possible by the offer presented at the Chicago meeting of the section by Harry V. Wade, secretary and assistant to the president of the United Mutual Life, in the name of his company. The United Mutual will reproduce selected material sent in by members. A resolution accepting the offer was adopted at the Chicago meeting. The reproductions will be made by the photostat process so that in addition to news matter, charts also will be sent out.

Two New Members Elected

Two additional companies have been admitted to membership in the American Life Convention, the Monarch Life of Springfield, Mass., and the Service Life of Omaha. Clyde W. Young is president of the Monarch, which was organized in 1926, and besides life insurance does a large accident and health business in many states. John A. Farber is president of the Service Life, which was formed in 1923 and writes ordinary life insurance.

Oppose Elective Measure

BOSTON, Feb. 28.—The bill making the position of commissioner of insurance elective rather than an appointive office was strenuously opposed before the insurance committee by former Commissioner W. E. Monk, counsel Massachusetts Mutual Life, and others.

Keisker Joins "Field" Staff

F. W. Keisker of Louisville has joined the staff of the "Insurance Field" as associate editor. He was formerly a representative of the Equitable Life of New York in the Louisville-Cincinnati agency of H. J. Powell. He served as secretary of the Falls Cities Association of Equitable Life Underwriters.

Gonzales Succeeds Aguilar

DENVER, Feb. 28.—The report here is that a man named Gonzales has been appointed insurance commissioner of New Mexico succeeding Alphonse Aguilar. His identity is not known here.

Hearings Are Started on the Arkansas Insurance Code

OMIT FRATERNALS FROM TAX

Life Insurance Interests Are Generally Favorable to Proposed Revision of Laws

LITTLE ROCK, Feb. 28.—The hearing on the insurance recodification bill has again been postponed.

The senate insurance committee adopted an amendment to exempt fraternal societies from premium taxation under the recodification of insurance laws proposed in the bill.

A number of other amendments were proposed by Commissioner U. A. Gentry but the committee deferred action until a later date.

Maj. M. J. Harrison, former insurance commissioner, said the fraternal societies were not satisfied with the amendment exempting them from taxation and offered a number of other amendments, which the committee filed for action.

Life People Approve

Howard Conley, Little Rock, representing the Life Presidents Association, and member of the special committee that drafted the bill, told the committee it was patterned after the model insurance code of the American Bar Association.

Herbert L. Thomas of the Pyramid Life, Little Rock, said he favored the bill.

Mr. Gentry explained the bill had been drafted by a committee composed of Verne McMillan, ex-Senator Robert Bailey, Howard Convey, Pinchback Taylor of Pine Bluff, Allan Kennedy of Fort Smith, Senators Shaver and Ashley and Representatives Ben Carter, John Rye and John Butt.

Tom Poe, attorney, declared the bill was "all wrong" and charged that "special interests" were always represented when such bills were drawn. Senator Shaver challenged the declaration and after a discussion assented to a number of minor legal changes suggested by Poe.

The Fagan bill was reported favorably by the committee over the objections of Will G. Akers, lawyer representing the Arkansas Bankers Association. The bill would prohibit banks in cities of more than 5,000 population from engaging in real estate and insurance business but would exempt banks already engaged in such activities.

Requirements Are Burdensome

This being annual statement time, attention is directed to the fact that seven states still require the entries to be made in original longhand. These are Illinois, Pennsylvania, Massachusetts, Ohio, Rhode Island, Connecticut and New York.

Many of the companies for several years have been using the planograph method with which it is necessary only to complete one report, either in longhand or by typewriter. Then the necessary additional copies for the various states are reproduced.

It is estimated that to make the entries on an annual statement, the time of one man for at least a day and a half is required. Thus, to make up the eight statements in original longhand requires the time of one man for at least two weeks.

The point is made that error is more likely to occur where the entries are individually made for each state. Although the reports are checked, the chance of error always exists, and errors are frequently found in annual statements. Where only one copy is made or where the entries are made in only one statement and reproductions are made through the planograph method, then extreme care is taken in checking the figures in the one report.

List Leading Producers General Agencies, States

Union Central Life: Producers: (1) Herman Stark, New York, \$1,323,907; (2) G. B. Hollister, Cincinnati, \$1,286,035; (3) Sid Marean, Cincinnati, \$1,091,714; (4) G. K. Barnes, Cincinnati, \$1,077,653; (5) L. A. Rosen, New York, \$1,057,180; (6) J. C. Sebastian, Cincinnati, \$1,055,194; (7) M. C. Kramer, Dallas, \$1,049,878; (8) S. Hoffman, Cincinnati, \$1,007,635; (9) A. W. Tell, Denver, \$818,053; (10) Hamilton Lee, Dallas, \$816,015. . . . Agencies: (1) Chas. B. Knight, New York, \$29,323,298; (2) J. P. Devine, Cincinnati, \$14,697,177; (3) H. A. Zischke, Chicago, \$8,014,480; (4) T. H. Daniel, Atlanta, Ga., \$6,186,929; (5) J. C. Benson, Kansas City, \$4,808,043; (6) E. A. Widemann, San Antonio, Tex., \$4,483,510; (7) J. M. Woodhouse, Boston, \$4,403,739; (8) W. L. McPheeters, Cleveland, \$4,010,286; (9) Lee & Lee, Dallas, \$3,954,272; (10) R. T. Baker, Dayton, O., \$3,918,584. . . . States: (1) New York, \$28,439,147; (2) Ohio, \$23,183,941; (3) Illinois, \$11,697,180; (4) Texas, \$9,842,110; (5) Georgia, \$5,892,373; (6) Massachusetts, \$5,781,160; (7) Pennsylvania, \$5,648,389; (8) California, \$4,779,773; (9) New Jersey, \$4,119,287; (10) Minnesota, \$4,022,064.

West Coast Life: Producers: (1) L. Coffman, Dallas, \$205,000; (2) W. L. Hardy, Watsonville, Cal., \$156,394; (3) J. E. Sweatt, Reno, Nev., \$146,590. . . . Agencies: (1) San Joaquin, Stockton, Cal., \$480,000; (2) Los Angeles, \$576,771; (3) East Bay So. Coast, Oakland, Cal., \$537,120. . . . States: (1) California, \$5,186,303; (2) Washington, \$1,947,574; (3) Texas, \$1,455,874.

* * *

In listing the leaders of the **Federal Life** the leading producers should have been in the following order: (1) W. C. Hardgrove, (2) H. C. McCann, and (3) E. L. Poindexter.

Vice-President Hunter Is Honored by Phoenix Forces

The members of the Phoenix Mutual Life field force staged a special sales campaign Jan. 28 to Feb. 20 in honor of Vice-president and Agency Manager D. G. Hunter who completed his 20th year with the company on Feb. 23. He was informed of the results at a dinner, the first he knew anything of the event.

Total submitted business for the 20 day period amounted to 1,803 applications for \$6,593,400 with every one of the 44 agencies represented. Approximately 60 percent of the business was on a prepaid basis.

C. W. Welles, manager of the Interstate Agency at Hartford, was chairman of the committee that organized the campaign. He was assisted by the following managers: C. H. Blair, Pittsburgh; B. S. Blanton of Charlotte, N. C.; E. J. Burkley, St. Louis; R. A. Judd, Chicago; H. N. Kuesel, New York; C. W. Peterson, San Francisco, and E. H. May, supervisor of the home office agency.

Committee Seeks Suggestions

As chairman of the committee on blanks of the National Convention of Insurance Commissioners, W. A. Robinson of the Ohio department of insurance has addressed commissioners, committees and others interested in changing annual statement blank requirements, asking them to submit their suggestions to him not later than March 15, in order they may be given proper consideration. C. C. Dubuar, actuary of the New York department, is secretary of the committee.

Spokane Managers Elect

W. R. Giblett, Metropolitan Life, has been elected president of the General Agents & Managers Club of Spokane, Wash. Arthur Smith, Sun Life of Canada, is vice-president; J. K. Corkery, New World Life, secretary-treasurer; J. I. McKnelly, New York Life; Clair Crisp, Travelers; J. A. Bronson, Fidelity Mutual Life; and Eugene F. Burke, Bankers Life of Iowa, members of executive committee.

Bills—Bills—Bills

Confronted with a pile of bills at the beginning of each month, a man is likely to wonder how those bills would be paid if he were not around with a check book or a wallet.

That is where Field-Men can help. They can show prospective clients how a practical Program of Life Insurance may be made to include a family income that will take care of bills.

The Metropolitan's March* advertisement solicits the earnest thought of the reader on this subject.

*Business Week, Collier's, Cosmopolitan, Forbes, Nation's Business, Saturday Evening Post, Time.



METROPOLITAN LIFE INSURANCE COMPANY

Frederick H. Ecker, President

ONE MADISON AVE., NEW YORK, N. Y.

Stresses Absence of Liens on Abraham Lincoln Life

TAKEN BY ILLINOIS BANKERS

Assumption Certificates Sent to Policyholders of Springfield Company—
Officials Confer With Agents

In sending assumption certificates to policyholders of the Abraham Lincoln Life of Springfield, Ill., the Illinois Bankers Life of Monmouth, Ill., is enclosing a statement by Insurance Director Palmer of Illinois. The Illinois Bankers has reinsured business of the Abraham Lincoln without lien.

"In view of the number of reinsurances in recent years where certain liens and restrictions have been placed on policies of the company taken over," Mr. Palmer stated, "we are particularly pleased to be able to inform you that the Illinois Bankers has assumed and is in a position to assume the obligations of the Abraham Lincoln Life without any such liens or restrictions. "All premiums on the Abraham Lincoln Life policies should be paid direct to the Illinois Bankers Life at the office of the company in Springfield. We further suggest to policyholders, for your own protection, that you scrutinize very carefully any effort made by companies, to induce you at this time to allow your insurance in the Abraham Lincoln to lapse or to make any change in your present status without being fully advised."

Hold Meetings with Agents

A series of three meetings with Abraham Lincoln agents throughout the central west was concluded this week with a gathering in Chicago attended by 50 producers from northern Illinois territory, Toledo, Indianapolis,

Gary and other points, and also by a large delegation of officials from the two companies. A meeting was held in Cleveland the previous day, attended by agents from all the Ohio territory, and last week there was another session at Springfield, Ill., for southern Illinois and Missouri territory, and a part of Iowa.

The official contingent consisted of Hugh T. Martin, general counsel; E. H. Henning, vice-president; M. W. Hulsey, agency director; O. F. Davis, assistant agency director, formerly agency director of the Abraham Lincoln; Karl Korrad; A. W. Barnes, advertising manager, and G. W. Swisher, supervisor accident and health department.

Explain Policy Setup

The purpose was to contact the agents, explain that their old contracts were being assumed without change, go over the setup of policy contracts, etc. All new life policies written will be those of the Illinois Bankers, which will apply as well to any changes in form asked by Abraham Lincoln policyholders. There will, otherwise, be no rewriting of policies of the latter company.

New life business will be handled from Monmouth. The accident and health setup of the Abraham Lincoln will be employed, this business to be conducted from Springfield. In time when home office accommodations have been arranged, all the business will be conducted from Monmouth.

Charter Has Been Amended

Charter of the Illinois Bankers has been amended to permit writing accident and health. Mr. Davis remains at Springfield, as does Dr. J. R. Neal, who continues as A. & H. underwriter, and Mr. Swisher. There also will be junior officials assigned to Springfield. Home office personnel of the Abraham Lincoln will be retained intact for some time.

An advertising campaign setting

forth that no liens, restrictions or other impairments of Abraham Lincoln policies are being imposed by the Illinois Bankers, but the contracts will be discharged in full, is being conducted in all territory where the company operated.

The Illinois Bankers has applied for admission to Michigan and Ohio, which if granted will make 16 states and the District of Columbia in which it operates. This includes a number of states in which the Abraham Lincoln operated.

Berkshire Life Is Closing Two Small General Agencies

PITTSFIELD, MASS., Feb. 28.—The Berkshire Life is consolidating some of its collection departments in the middle west and is closing two of its smaller general agencies, Kansas City, Mo., and Davenport, Ia. Collections and sales for the territory served by the Kansas City office will be handled at St. Louis, and for the Davenport territory at Des Moines.

Not all details in connection with the changes have been completed, but probably will be announced within the next two weeks.

S. D. Would Outlaw Ratings

A bill to prohibit "comparative ratings" of insurance companies has been introduced in the lower house of the South Dakota legislature. Similar legislation is being considered in a number of other states this season.

Would Survey the Laws

A bill providing for the appointment of six citizens to study the insurance laws of South Carolina with a view of bringing about their clarification has been advanced by the South Carolina house. The committee would be expected to report next year.

Country Life Field Force Holds Annual Convention

More than 500 general agents, district managers and agents attended the annual gathering of the Country Life of Chicago held in Springfield, Ill. General Manager L. A. Williams announced that the company, which is only six years old, has \$67,500,000 in force, the 1934 gain being 23 percent. The agents pledged 1935 production to put the company over the \$100,000,000 mark in force by 1936. A number of talks and round table discussions were given by general agents. Vice-president Talmage Defrees spoke on "Farmer Buying Power in 1935," followed by Donald Kirkpatrick, legal counsel, on "Production for Use at a Profit."

An excellent address was given by A. R. Jaqua, editor of the Diamond Life Bulletins. The meeting was called to order by Dave Mieher, field representative, who introduced Mr. Williams, keynote speaker. Messrs Mieher and Wilher and Williams spoke over the radio from a Springfield station during the convention.

Form Denver C. L. U. Chapter

Organization of a Denver chapter of the Chartered Life Underwriters has been completed. There are nine charter members, and officers elected include: Curt A. Schroeder, Northwestern Mutual, president; William S. Cooley, Pacific Mutual, vice-president; and Edward W. Melville, Aetna Life, secretary. Other members are Glen McTaggart, Cecil K. Dean, C. E. Eddleblute, George N. Quigley, Jr., George S. Perrin and Paul W. Hepp.

Holcombe Boston Speaker

The Boston General Agents & Managers Round Table was addressed by John M. Holcombe, Jr., Life Insurance Sales Research Bureau, and adopted a constitution and by-laws.

Basic Facts of Strong Position

of the Canada Life Assurance Company

\$1,105,688 increase by the Canada Life in new paid for life insurance including revivals, makes a total of \$53,793,850 for 1934.

\$2,846,589 increase in new annuity considerations was made in 1934, the total being \$12,257,820.

\$3,167,445 increase in income from all sources is reported, giving a total of \$51,609,508 for 1934.

\$15,559,228 increase brought the total assets of the Canada Life to \$242,066,459.

\$25,785,318 was paid out by the Canada Life during 1934 under contracts issued to policyholders and annuitants. Of this sum, \$17,784,047 was paid to living policyholders.

\$131,827,565 was disbursed by the Canada Life in the five years of the depression under contracts issued to policyholders and annuitants, an amount greater than half its present assets. During the same period the assets increased by over \$68,000,000.

60% increase in policy loan collections in Canada and United States was shown over the previous year, the total collections amounting to over \$2,250,000.

The Company's already large holdings of Government, Government Guaranteed and Municipal Bonds were increased from a total of \$67,509,801 to \$83,366,107 and the distribution of assets is as follows:

As at December 31, 1934

	% of total ledger assets
Cash, Government and Municipal Bonds (Canada, United States and Great Britain)	36.54
Other Government Bonds38
Public Utility Bonds	12.97
Railroad Bonds95
Other Corporation Bonds	3.50
Preferred Stocks	1.78
Stocks of Canadian Banks and Trust Companies	1.34
Other Common Stocks17
Mortgages	22.80
Policy Loans	14.15
Real Estate (Including Company's Buildings)	5.42
	100.00

The Canada Life comes under the supervision and strict insurance laws of the various States in which it operates. The Securities held for the benefit of American policyholders are approved by these States. The Canada Life is one of the relatively few companies licensed under the very stringent insurance laws of New York State.

This Company holds on deposit in trust, with trustees in the United States, assets in excess of the reserves required to cover all liabilities to United States policyholders and beneficiaries.

The Canada Life follows the principle that safety is the first essential factor to be considered by a life insurance company which has a true and proper regard for the interests of its policyholders.

Canada Life

Assurance Company

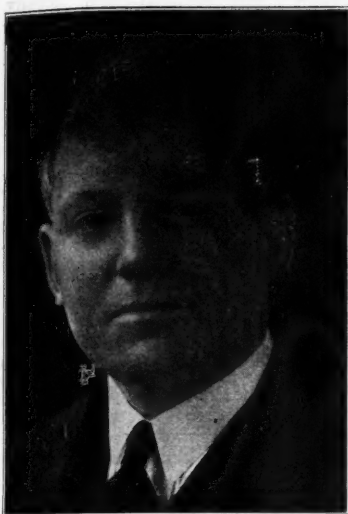
Established 1847

46 YEARS IN THE UNITED STATES

Leighton McCarthy, K. C., President
E. R. Wood, LL.D., Vice-President

Herbert C. Cox, Chairman of the Board
A. N. Mitchell, Vice-President and General Manager

New Book Out



MILTON L. WOODWARD

"The executive who tries to work without a plan eventually finds himself working for a man with one." So says Milton L. Woodward, general agent for the Northwestern Mutual at Detroit, in his 40-page book recently published, "The Highway to Success." Another phrase: "The man who neglects trying to sell every day soon finds he cannot sell any day."

This book is the story of what Milton Woodward has learned about the selling of life insurance during the past 22 years as an agent and as a general agent. It is an excellent work to give to prospective agents, because they will see the fun—and money—that "Milt" Woodward has had and almost unconsciously will absorb the philosophy the author mentions in the last paragraph: "Remember that the life insurance contract delivers the goods, not part of the time or most of the time, but all of the time."

The book is published by the "Diamond Life Bulletins" of THE NATIONAL UNDERWRITER. In his foreword, Editor Abner Thorp says: "Mr. Woodward's creed is: 'Take care of your clients and your clients will take care of you.' As an agent, producing \$1,000,000 a year, about half of which came from old policyholders, Mr. Woodward earned the reputation of giving instant, unlimited and impartial service. He is one of the most beloved and respected men in the life insurance business."

So many friends of Mr. Woodward have asked for autographed copies that the "Diamond Life Bulletins" have sent shipments to Detroit for Mr. Woodward to sign and mail to buyers. The book sells for \$1.

Legislation South Bend Topic

At a meeting of the South Bend (Ind.) Managers' Association, John Rich, Metropolitan Life, outlined proposed legislation in the Indiana legislature. He talked particularly on the recodification bill, which has passed the house.

Holderness, Rice in South

H. M. Holderness, vice-president in charge of agencies of the Connecticut Mutual Life, and H. I. B. Rice, vice-president and actuary are making an extended tour of the southern territory.

Los Angeles Actuaries Meet

At the Los Angeles Club of Actuaries & Underwriters bi-monthly dinner meeting Clarence Tooke, Occidental Life, talked on the Townsend old age plan. He showed that the plan is entirely unsound. E. S. Jensen, Occidental Life, discussed the salary deduction plan, its actuarial basis and

his company's favorable experience in its sale. A. G. Hann, actuary Pacific Mutual Life, reported his company's experience with salary deduction had been rather unsatisfactory. The next meeting will be held April 16.

Perkins Augusta Manager

A. R. Perkins, Jr., who has been connected with the home office of the Jefferson Standard Life for some time, has been appointed agency manager at Augusta, Ga. He is a son of the agency manager of the Jefferson Standard.

J. M. Olivier with National

The National Life of Vermont has appointed J. Mulford Olivier as general agent in western Massachusetts with headquarters at 32 Harrison avenue, Springfield. W. A. Fletcher, Jr., resigned at the close of the year to give his attention to his personal clientele. Mr. Olivier comes from Manchester, N. H.

Regional Meet in Chicago

The Chicago and Rockford, Ill., agencies of the Franklin Life held a joint regional meeting in Chicago. There were 35 in attendance. Home of-

fice speakers were A. O. Merriam, investment vice-president, and Rollin Young, vice-president in charge of agencies. F. J. Budinger, Chicago general agent, was chairman.

Loss of Fingers Not Loss of Hand

The Kentucky court of appeals has denied to an assured in the Brotherhood of Railroad Trainmen the principal amount of his certificate under the disability benefit, because of the loss of all of the fingers of his left hand. The policy provides for total and permanent disability benefits, among other circumstances, where there is amputation or severance of an entire hand at or above the wrist joint. The assured was Wilkins, who was a brakeman. The language used in the policy is plain and unambiguous and Wilkins cannot collect, the court held.

Eureka-Maryland Rally

T. J. Mohan, field manager Eureka-Maryland Assurance, spoke at a rally of Virginia agents of the company in Richmond. He told of the improvement in business conditions. Other home office men present were President J. N. Warfield and Paul Kruger, division manager.

Five of Founders Still Are Active in Company

The National Life & Accident of Nashville has a remarkable record in that the five founders of the company are still connected with it in an active way. They constitute the five senior officers. The company was started Jan. 1, 1902. C. A. Craig, who was president until 1932, when he became chairman of the board, started as its president and has given all his time to the company ever since. W. R. Wills, the present president, prior to 1932 was connected with the Tennessee insurance department; C. R. Clements, executive vice-president, is one of the founders. T. J. Tyne, vice-president and general counsel, and Dr. R. E. Fort, vice-president and medical director, are the other men associated with the group in establishing the company.

The National Life & Accident is one of the outstanding companies of the country. It has been successful from the start, it is well and harmoniously managed and it has built up a magnificent organization.

The Pilot Life of Greensboro, N. C., has been licensed in Kentucky.

The State Life Insurance Co.

INDIANAPOLIS, INDIANA

1894 ★ Purely Mutual ★ 1935

Fortieth Annual Statement

DECEMBER 31, 1934

Resources

Cash in banks and office.....	\$ 820,663.63
United States Government securities and bonds fully guaranteed by the United States	1,197,376.89
Other bonds	418,095.63
First mortgage loans:	
Farm loans	4,122,113.34
City loans	15,521,122.12
Policy loans	16,093,512.30
Real estate	8,423,152.14
Balance from real estate sold under contracts.....	309,930.77
Premiums, due and deferred.....	1,015,000.89
Interest, due and accrued.....	1,742,357.45
Other assets	132,123.30
Total admitted assets.....	\$49,795,448.46

Liabilities

Reserve on life and endowment policies.....	\$42,268,776.04
Reserve for disability and double indemnity benefits.....	2,673,914.85
Reserve for installment payments, policy proceeds left with the company, and annuities.....	1,267,796.00
Reserve for dividends.....	752,449.67
Premiums and interest paid in advance.....	415,018.77
Death claims due and unpaid.....	NONE
Death and disability claims reported—Proofs not completed.....	200,163.98
Reserve for death and disability claims not reported.....	163,282.78
Reserve for taxes payable in 1935.....	122,000.00
Current commissions and accounts accrued.....	93,877.78
Reserve for all other liabilities.....	63,572.03
Surplus fund	1,774,596.56
Total	\$49,795,448.46

FORTY YEARS OF DEPENDABLE SERVICE

★ Over \$100,000,000 has been paid to policyholders and their beneficiaries by The State Life Insurance Company of Indiana, from date of organization, September 5, 1894 ★

Payments to policyholders and beneficiaries during 1934 totaled over \$7,300,000.

Dividends of over \$700,000 were paid by the company in the year to the holders of participating policies.

Cash income of the company in 1934 exceeded cash requirements by more than \$1,080,000.

The bond account of the company was increased more than \$1,000,000 during the year by addition of U. S. Government obligations.

Forty years of dependable performance and the facts set forth in the fortieth annual statement are convincing evidence of the strength, security and progress of The State Life Insurance Company of Indiana.

After Five Years of Depression

STRONGER THAN EVER!

From the five years of depression — 1930-1934 — the Provident emerges stronger than ever. Note this evidence of the growth and increased stability attained during this period:—

No borrowed money from any source at any time.

153.6 per cent increase in bond holdings.

Liquid position best in Company's history.

\$14,179,314.17 returned to policyholders in benefits.

Capital stock remained intact.

20 per cent increase in Surplus.

36.5 per cent decrease in first mortgages.

127.1 per cent increase in Contingency reserve.

\$26,000,000.00 more Life Insurance in force than at the end of 1929—a gain of 59.1 per cent.

31.4 per cent increase in Assets, and now the largest in Company's history.

Under same management for 47 years and managed by men who have devoted their entire lives and time exclusively to the Company. No interlocking ownership of stock with any other company.

RATIO OF ASSETS TO LIABILITIES
139%

THE PROVIDENT
LIFE AND ACCIDENT
INSURANCE CO.
CHATTANOOGA, TENNESSEE

AS SEEN FROM NEW YORK

By R. B. MITCHELL

"40" IS A MAGIC NUMBER

The number "40" is likely soon to become synonymous with the new downtown New York City agency of the Prudential, of which Gerald A. Eubank recently became manager. He opened that agency when Johnson & Higgins gave up its Prudential general agency, which Mr. Eubank had been running as head of the J. & H. life department.

The new office, into which the agency moved last week, is on the 40th floor of 40 Wall street and the telephone number is Digby 4-0040. However, a direct connection is being maintained with the Johnson & Higgins switchboard so that anyone not familiar with the new number can still reach Mr. Eubank's office through Whitehall 4-3160. A housewarming is being planned for early in March, the date of which will be announced shortly.

INTEREST MAY BE DEDUCTED

Policyholders who have borrowed on their life insurance will have the small but measurable consolation of being able to deduct from their gross income any interest they paid in 1934 when making up their 1935 federal income tax returns. The Bureau of Internal Revenue has called attention to the fact that such interest may be deducted, unless the loan was used to purchase tax-exempt obligations other than certain issues of government bonds. However, the possibility that any policy-

holder borrowed on his policy to invest in tax-exempt securities is probably remote.

The federal income tax saving due to remembering to deduct interest on a policy loan is a minute fraction of the loan involved. On a \$1,000 loan it would amount to only \$2.40 per year in the lower income brackets, figuring interest on the loan at 6 percent. At the same time, to the man who has been brought to borrowing on his life insurance, \$2.40 is not a sum to be tossed lightly away when it can be saved by a few strokes of the pen.

MANAGERS REELECT ALLEN

E. W. Allen of Allen & Schmidt, general agents New England Mutual Life, was reelected president of the New York City Life Managers Association. Harry Gardiner, John Hancock Mutual, was elected vice-president succeeding L. A. Cerf, Jr., Fidelity Mutual. W. E. Barton, president C. B. Knight agency Union Central, succeeds W. J. Dunsmore, Equitable of New York, as secretary.

In view of the recent submission to member companies of the Life Agency Officers Association of a proposed agreement on better selection of agents and the elimination of part time agents in urban territories and unfit agents generally, action was indefinitely postponed on the adoption of a similar plan by the managers organization.

Program of Cincinnati Sales Congress Mar. 12 Announced

G. W. Johnson, chairman of the program committee of the Cincinnati Life Underwriters Association, has announced the program for the one day sales congress March 12. The program will open with a welcoming address by C. T. Williams, president of the association. He will be followed by C. Vivian Anderson, past president of the National association. G. W. Isgrig, Guardian Life, Cincinnati, will talk on "A Million Objections." Leon Gilbert Simon of New York will speak on "Business Insurance." Other speakers will be Superintendent G. S. Van Schaick of New York, who will talk over the long distance telephone; Superintendent R. L. Bowen of Ohio, who will speak at the luncheon; Stanley Dickinson, Hartford, Conn., and John L. Shuff, Union Central, director and past president of the National association, will introduce T. M. Riehle, president of the National association, who will speak on "Your Place in Business Recovery."

State Life Insurance Fund Is Proposed for California

A proposal has been introduced in the California legislature to create a state fund for writing life insurance, with an initial appropriation by the state of \$1,000,000. There is also a revival of a measure similar to the Robertson law in Texas, with gross premium tax based on the percentage of assets invested in California. There are 11 old age pension bills in the assembly and two in the senate. It is believed that there will undoubtedly be some additional form of health insurance legislation enacted. Four such bills are in the assembly and three in the senate.

Bankers Life Sets 1935 Quota

The Bankers Life of Des Moines has set \$80,000,000 as its quota of business in 1935. This is \$20,000,000 more than was fixed for 1934. More than 50 agency managers were in attendance at the annual meeting at the home office. Among the speakers were President G. S. Nol-

len; Vice-president W. W. Jaeger, O. B. Jackman, director of agencies; W. F. Winterble, superintendent of agencies; B. N. Mills, secretary, and E. E. McConney, vice-president and actuary. General Agents W. A. Scroggs of Denver, Colo., and W. A. Crowder, Salt Lake City, en route by plane, respectively were grounded by snowstorms.

Insurance Men Fete Curley

About 800 insurance men turned out for the dinner at Boston in honor of Governor J. M. Curley. The main address was given by the governor. Then there were brief remarks by President T. J. Falvey of the Massachusetts Bonding, S. Bruce Black, president Liberty Mutual, R. G. Hinkley, president New England Insurance Exchange, C. E. Hodges, president American Mutual Liability, W. A. Muller, president Dorchester Mutual Fire, Clarence C. Wyatt, John Hancock Mutual Life, E. C. Stone, U. S. manager of the Employers Liability.

Farmers & Bankers Exhibit

The Farmers & Bankers Life of Wichita, Kan., in its new annual statement shows assets \$10,191,712. It has cash \$238,934, government bonds over \$1,000,000, HOLC bonds \$108,737, other public government bonds \$1,544,671. Capital and surplus is \$650,000. The company has in force \$49,907,288. The president of the Farmers & Bankers, H. K. Lindsley, is president of the American Life Convention. The Farmers & Bankers has a well diversified portfolio and is one of the forward looking companies.

Melville with the Continental

Claude Melville has been appointed St. Louis general agent of the Continental Assurance of Chicago and has entered upon his duties. His headquarters are in the Boatmen's Bank building. In recent years Mr. Melville has been the general insurance business. From 1914 to 1930 he served as general agent for the St. Louis Mutual Life. Prior to entering life insurance in 1914 he was in the postal service.

Tighten Up on Outlaws

A tighter grip on outlaw companies is being sought in New Jersey and Minnesota. There is a measure in New Jersey providing that all non-profit associations be subject to insurance regulations. The Minnesota bill has been recommended for passage by the senate insurance committee.

Union Central Raises Limits

The Union Central Life is prepared to issue its multiple protection policy to higher age limits. The 20 year form will be issued to age 50, 15 year form to age 55 and ten year form to age 60. The limit before was five years lower in each case. The change was made necessary by large demand for this contract.

FIGURES FROM DECEMBER 31, 1934 STATEMENTS

	Total Assets	Change in Assets	Surplus to Policyholders	Fluc. Res.	New Bus. 1934	Ins. in Force Dec. 31, 1934	Change in Ins. In Force	Prem. Income 1934	Total Income 1934	Benefits Paid 1934	Total Disburs. 1934
Amer. Citizens....	160,942	+15,716	12,464	406,481	1,266,725	+340,544	29,718	36,708	2,980	26,767
Bankers L., Neb.	39,961,766	-254,843	3,515,150	1,500,000	12,028,570	122,537,787	-4,865,793	3,325,384	5,688,029	4,188,615	6,699,702
Confed. L., Can.	99,131,082	+4,925,916	2,997,157	46,939,764	365,213,941	+4,169,253	15,227,672	21,557,039	12,676,783	15,912,320
Emp. L. & A., Ind.	982,729	+39,720	116,772	21,359,372	17,718,622	+6,330,293	273,741	933,097	280,645	900,434
Equit. L., D. C.	10,484,632	+556,573	1,027,622	23,335,635	69,212,933	+5,497,593	2,207,615	2,799,298	1,108,986	2,151,522
Gt. South'n., Tex.	42,207,599	+695,215	4,000,000	681,245	45,228,390	226,135,447	+4,842,211	5,827,952	8,108,345	4,781,317	8,786,923
Home Friendly...	2,654,108	+176,195	893,541	115,000	14,614,109	20,593,254	+1,368,087	1,137,426	1,325,967	481,365	1,162,120
Knights L., Pa.	4,744,497	+306,639	566,264	22,429,568	51,623,167	+1,225,103	1,309,817	1,528,738	679,083	1,311,376
Ministers Mut....	660,042	-23,179	18,141	372,850	2,476,840	+118,921	83,929	119,466	105,794	135,969
Provident Mut....	284,344,743	+16,119,631	18,702,422	811,445	75,841,943	934,766,828	-19,644,515	40,438,137	58,251,164	30,503,231	41,326,831
Pacific Mut. Life.	205,211,144	+7,004,001	9,026,535	52,677,024	637,275,616	-17,309,027	24,377,263	38,157,187	7,931,618	30,317,276
Sec. Mut., N. Y.	20,516,838	-150,115	402,246	50,000	13,547,070	91,664,553	-1,490,171	1,966,485	4,201,062	2,765,527	4,115,714
Union Lab. Life..	2,108,361	+256,195	896,879	100,000	1,235,909	52,560,379	+1,014,078	770,465	897,527	492,902	672,484
Union Mut., Ia...	955,647	+192,454	90,038	2,132,792	20,322,110	-1,067,188	464,907	505,999	147,523	317,492
FRATERNALS											
Ald Assn. Luth..	15,778,641	+472,654	537,482	18,907,000	128,289,195	+10,712,259	3,412,779	4,490,520	1,347,785	3,435,110
Am. Wood'n Colo.	2,607,949	+120,358	2,103,150	400,000	1,602,750	16,832,750	-2,363,450	397,843	564,376	213,093	441,577
Cathol. Kts., Wis.	1,981,203	+125,460	10,415	265,972	11,895,947	-1,041,999	547,357	632,018	376,244	613,080
Fidelity Life, Ill.	9,191,997	+508,553	1,867,786	8,536,443	47,283,554	-6,231,653	1,408,587	1,800,921	1,093,088	1,508,285
L'Union St. Jean-Bapt. D'Amer.	5,449,845	+246,433	1,599,319	1,766,943	23,238,921	-153,803	542,031	830,071	362,318	591,948
Luth. M. Aid, Ia.	5,339,327	+611,966	821,540	7,947,694	37,892,867	+4,321,635	1,430,430	1,440,269	400,964	852,145
Maccabees	46,281,114	-1,262,894	2,850,071	183,085	24,969,910	175,220,977	-3,069,628	6,612,794	9,229,297	8,009,612	10,661,376

*Includes revived and increased.

†Ordinary \$2,209,449, industrial \$19,149,923.

*Includes Juvenile branch figures.

†Ordinary \$3,718,946; industrial \$13,999,676.

Financial Officers Hold Chicago Meet

(CONTINUED FROM PAGE 1)

profit and most sales have been for cash.

Indices for financial officers to watch in relation to railroad securities are density of traffic, transportation ratio and net railway operating income, said Mr. Bacot. Management is a factor which they have not given enough weight. Too much dependence in the analysis should not be placed on past results, but more on future prospects. Mr. Bacot said 7 to 10 percent increase in railroad traffic probably will occur this year, and possibly even 15 to 20 percent, but that 15 percent increase will be necessary to meet higher operating costs due to rise in price of coal and other items. Even if the proposed freight rates increase should be as much as 5 percent, 8 percent additional income would be needed to earn the nets of last year.

Officials Extend Welcome

Welcome was extended by President H. K. Lindsley of the Farmers & Bankers Life, Wichita, Kan., president of the A. L. C., and Col. C. B. Robbins, manager and general counsel. E. B. Raub, Jr., general counsel Lafayette Life, presided as chairman of the section.

As usual in the financial meetings, many valuable points were brought out in discussion of papers. George E. Phelps of Duff & Phelps, Chicago, covered utilities, citing as four tests, territory, capital ratio, management and earnings. The trend of population also is important and public relations policy is a factor which may protect the utilities from inroads of federal or municipal projects. Donald F. Roberts, treasurer Acacia Mutual, asked whether hydro-electric projects or experiments in economical transmission of direct current might have important effect on utility securities. Mr. Phelps said it had not finally been proved that hydro-electric power is cheaper than that produced by steam. He said developments never come overnight, and public utilities have time to adjust themselves to such changes.

Federal Agencies' Attitude

Financial Secretary F. J. Travers, Lincoln National, asked if there had been any changes in the attitude of the PWA or other government agencies in regard to building up direct competition with private utilities. Mr. Phelps said he knew of no actual construction under way except at Knoxville, Tenn., under the TVA, but the new federal fund is disturbing in that there appears to be a plan to change laws so state authorities can be created with power to borrow for such public works on income bonds which would not be obligations of the state or city. This must be authorized by popular vote, however.

Mr. Phelps' talk undertook to give the Financial Section a yardstick with which to measure the soundness of public utility investments. He said hard and fast rules could not be laid down and rules and ratios cannot be substituted for judgment. He said account must be taken of territory, capital ratios, management and earnings.

The most significant fact about a territory is the income status of the individuals. Population density is more important in gas operations. Trend of population should be weighed. He expressed the belief that the correct value to be used in calculating capitalization ratios is the value which would be fixed by regulatory commissions or the courts for rate making purposes. This may be obtained only after considerable study and at best is no more than an estimate.

He said that consolidated balance sheets and income accounts should be ignored in getting at the facts. Investors should deal with nonconsolidated

statements and should treat investments as investments. It is desirable that the total outstanding capitalization be not in excess of the rate making value of fixed property, both investments and other assets.

Management Most Important Factor

The quality of management is perhaps the most important consideration. Management may be judged by engineering, rate and merchandising policies; attitude toward the public and operating efficiency. He said he favors those companies that have pursued a policy of steady reduction of rates and promotion of increased usage rather than toward those which have opposed rate reductions and have preferred to stand on their legal rights.

Membership in an overcapitalized and financially embarrassed holding company is taken into account against any operating company and its securities.

If management, capital ratios and territory is favorable, earnings are almost certain to be favorable. Before conclusion as to the probable future earning power can be reached, consideration must be given to the details of the operating revenue and operating expense accounts. The trend of taxation, possibility of labor difficulties and wage increases and conditions under which

fuel is purchased are other pertinent questions. Allowance for depreciation is important. He said if utilities had always reported in their financial statements the amount of depreciation which they have claimed in their rate cases, most of the structures which have collapsed never would have come into existence.

Legality, ability to pay, desire to pay and collection or enforceability are vital questions in considering municipal bonds, said George A. Bangs, president of the United Mutual Life. He made the point that even default of premium or interest payments on municipals may not be loss, but so long as municipalities exist taxes must be levied to meet debts represented by bonds. This factor is absent in rails and utilities.

Mr. Roberts of the Acacia Mutual read a fine paper on "Governments," which was digested in THE NATIONAL UNDERWRITER last week. C. J. Claassen, president Farmers National Company, Omaha, told of methods used in handling some 700 farm properties, stressing the importance of a conservative rehabilitation program.

The A. L. C. executive committee met, considering legislation pending in many states, with special reference to bills increasing premium taxes.

Several past presidents of the A. L.

C. were on to attend the section meeting and sit in at the executive committee session, in addition to President H. K. Lindsley, including Henry Abels, vice-president Franklin Life; Harry L. Seay, president Southland Life; Isaac Miller Hamilton, president Federal Life. Colonel Robbins also, of course, qualified for this select circle. Other active members of the executive committee attending were Harry Wilson, vice-president American Central Life; Daniel Boone, president Midland Life, Kansas City; U. S. Brandt, president and general counsel Ohio State Life, and T. A. Phillips, president Minnesota Mutual.

Threatens to Leave State

A hint that if a North Carolina bill to increase the premium tax is enacted, the Jefferson Standard Life may leave the state, was given by John Umstead, representing the Jefferson Standard, in a hearing before the joint finance committee of the North Carolina legislature. He said the Jefferson Standard could save about \$275,000 a year by moving to New Jersey if the proposed taxes are imposed. It is proposed to impose a premium tax of 3 percent on foreign companies instead of the present 2½ percent, and 2 percent on domestic companies as compared with 1 percent now.

The Farmers and Bankers Life Insurance Company

Wichita, Kansas

Presents Its

24th ANNUAL STATEMENT

Showing Conditions of Company, December 31, 1934

ADMITTED ASSETS

Cash in Banks.....	\$ 238,934.85
Checking Accounts in Insured Banks	
U. S. Government Bonds @ Par.....	140,500.00
Market Value \$144,144.00	
Federal Land Bank, Federal Farm Mortgage, and Home Owners Loan Corporation Bonds @ Par.....	940,250.00
This Group Worth More Than Par, January, 1935, Market	
Home Owners Loan Corporation 2¾% Bonds (Par Value \$112,100.00).....	108,737.00
Government Guaranteed	
State, County and Municipal Bonds, Par Value \$2,187,003.07; Commissioner's Valuation, \$1,771,246.65;	
Company's Valuation, for Inventory Only	
Railroad, Utility, Industrial Bonds and Stocks.....	None
Real Estate Owned.....	614,552.03
Carried at Unpaid Amount of Original Loan, less Credits on Sales Contracts	
First Mortgages on Real Estate.....	3,391,581.67
On Improved Real Estate	
Appraised for \$11,116,907.00	
Advanced to Borrowers for Taxes.....	96,440.95
on Real Estate	
Secured under First Mortgage	
Loans and Liens on Policies.....	2,676,203.00
Secured by Legal Reserve	
Accrued Interest.....	219,209.53
Earned but Not Due on Bonds and Mortgages Not in Default	
Net Premiums in Process of Collection....	220,631.87
Secured by Legal Reserve	
Furniture and Fixtures.....	Charged Off
Radio Station KFBI.....	Charged Off

TOTAL ADMITTED ASSETS.....\$10,191,712.22

LIABILITIES

Legal Reserve on Policies.....	\$ 7,780,669.03
As Required by State Insurance Department	
Reserve to provide for Fluctuation of Mortality.....	150,000.00
In Excess of Legal Reserve	
Reserve to provide for fluctuation of Market Value of Assets.....	253,393.09
Credits to Policyholders left with Company on deposit at Interest.....	1,017,554.40
Money Borrowed or Interest Paid.....	None
Reserve for Taxes.....	79,180.66
Death Claims due and Unpaid.....	None
Death Claims Reported but Proof Not Completed December 31, 1934.....	7,926.00
Premiums and Interest Paid in Advance...	98,421.44
Special Funds payable to Policyholders in 1935.....	96,317.58
All Other Liabilities.....	58,250.02
Capital and Surplus.....	650,000.00
For Additional Protection to Policyholders	

Thanks for your interest in reading this statement. Further inquiry or comment is solicited. Our books and records are open for inspection.

Insurance in force December 31, 1934, \$49,907,288

THE FARMERS & BANKERS LIFE INSURANCE COMPANY operates under the Kansas Compulsory Reserve Deposit Law, and every policy ever issued by this Company is registered with the Insurance Department of the State of Kansas, and bears that Department's Registration Certificate stating not only that the policy is registered but that it is secured by a pledge of securities of the required type deposited with the State of Kansas in an amount equal to the full legal reserve on the policy.

F. B. JACOBSSHAGEN, Secretary

H. K. LINDSLEY, President

J. H. STEWART, Jr., Treasurer

HOME OFFICE, WICHITA, KANSAS
RADIO STATION KFBI—1050 Kilocycles

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WALTER M. CHRISTENSEN, Resident Manager

PERSONAL SIDE OF BUSINESS

R. T. Faircloth, manager eastern Ontario branch, and Robert Salmon, personnel manager at the home office of the Canada Life, this month celebrated 35 years of service with that company. Mr. Salmon has been instrumental in the selection of 90 percent of the present home office staff.

Warren E. Diefendorf, manager of the Mutual Life of New York at 165 Broadway, New York City, who has been away for the past two and one-half months due to an injury, is making good progress toward recovery and is expected to return to his office shortly.

One of the interesting features of the annual meeting of the Canada Life recently in Toronto was that French was used as a medium of speech, by one of the speakers, M. A. deGoumois, manager of the east Quebec branch when he addressed the meeting on behalf of the Canadian branches. The French-Canadian press of Quebec province appreciated this gesture of good will and gave the incident considerable publicity.

President H. A. Behrens of the Continental Casualty and Continental Assurance of Chicago is leaving next week on a South American tour down the east coast. Last year Mr. Behrens took a trip along the west coast and is continuing his exploration and visitation. He will thus circumnavigate South America.

Speaking engagements are keeping Commissioner J. C. Ketcham of Michigan extremely busy and are bringing the insurance department prominently into the limelight. The past week he was speaker and guest of honor Tuesday evening at a banquet session of the Grand Rapids local board; he spoke Wednesday noon before the civic bureau of the Lansing chamber of commerce and Wednesday evening in Holland; Thursday he attended and addressed both the Barry county and Ingham county Republican conventions; Friday evening he talked at a huge community banquet at Sparta honoring several of that town's leading citizens.

Following former successes the "Canada Life Players," an organization of home office employees of the Canada Life, are this year presenting another musical comedy. They have selected "Good News," a popular show of recent years. Another activity of the Canada Life Staff Association is the sponsorship of a hockey team which is entered in the General Finance Hockey League of Toronto.

William Montgomery, president of the Acacia Mutual, who went to Florida to recover from a cold that nearly developed into pneumonia, apparently returned to Washington and got back on the job too soon. In a few days after returning to work, he suffered a relapse and is now confined to his home.

C. F. Axelsson, Northwestern Mutual Life, Chicago, president Illinois Association of Life Underwriters, this week was observing his silver anniversary with that company, all of the time spent as an ordinary agent in Chicago.

Philip O. Works, general agent Penn Mutual Life in St. Louis, and former production manager of the R. G. Engelman agency of that company in New York City, has brought out a new house organ, "The Showboat," superseding "The Spirit of St. Louis" as the agency's official publication. "The Showboat" reminds one of the period of the pioneer—when sturdy, fearless, rugged ambitious men and women

tracked in from the east and progress walked in their wake because they dared to surmount obstacles and build, the announcement of the new publication states.

J. L. Aarons, 51, pioneer producer of the New York Life in Milwaukee died in a hospital at Rochester, Minn., following an operation for a throat ailment. Last year Mr. Aarons was the leader in sales for the district comprising Wisconsin, Minnesota, upper Michigan and a part of Canada.

J. G. Monroe, superintendent of agencies of the Midland Mutual Life, will celebrate his 77th birthday anniversary March 1.

Mrs. W. J. Olive of Holland, Mich., wife of the well known general agent of the Franklin Life, is one of the prominent women in Chicago this week attending the second annual conference on current problems. Mrs. Olive is a factor in the Michigan Federation of Women's Clubs. The conference is attended by delegates from the various state federations.

Gerald A. Eubank, manager of the Prudential in New York City, and Mrs. Eubank are on a trip which will include Detroit, St. Louis, Dallas and Houston, the latter city being Mr. Eubank's former home. Their tentative itinerary included a motor trip from San Antonio into northern Mexico.

President L. J. Dougherty of the Guaranty Life of Davenport has been made chairman of the nominating committee for the United States Chamber of Commerce annual meeting. The directors voted on seven members to constitute this committee, the one receiving the highest vote to be chairman. Mr. Dougherty was signally honored by getting therefore the highest number of votes.

W. W. Day, for 38 years with the Bankers Life of Nebraska, died at the age of 71. He was superintendent of agencies for a number of years. He has been in ill health for two years.

T. W. Sturgess, until recently city manager of the H. O. Wilhelm agency of the Northwestern National Life, Omaha, died in Colorado Springs, Col. He was a former newspaper editor.

Philip St. George Cooke, secretary Life of Virginia, has been elected president of the Virginia Society of the Sons of the American Revolution.

W. J. Alexander, president of the Globe Life of Chicago, has returned from a two weeks vacation in Miami.

Marmaduke Corbyn of Oklahoma City, general agent Occidental Life, has been reelected state president of the Sons of the Revolution.

E. G. Siefert, Marion, O., manager of the Ohio State Life, was married a few days ago to Miss Jean Freer of Marion.

H. W. Allstrom, vice-president and actuary of the Minnesota Mutual Life, visited the David O. Johnson agency in San Antonio last week.

A. P. Sandles, 64, president American Citizens Life, died at his home in Columbus, O., from heart disease, after a long illness. He was well known in Ohio. Twice he sought the Democratic nomination for governor. He had held a number of public positions. Until last month he was vice-president and director of the Federal Land Bank at Louisville.

Less Confusion As to Investment Picture

ALTHOUGH there was a fair representation of company presidents and general executive officers at the meeting of the FINANCIAL SECTION of the AMERICAN LIFE CONVENTION in CHICAGO, by far the largest number were the strictly financial men of the companies. This was in contrast to the meeting last year, when there was a considerably larger number of general executive officers on hand. It may be an indication that the investment problem, although uncertain, is not as confounding as it was last year. The companies perhaps have gotten their bearings and have made up their minds how to proceed under present

circumstances. A year ago there was considerable turmoil and confusion because various federal agencies whose operations touched the realm of credit, were just getting under way and there was much interest among life insurance people as to the machinery and purposes of these agencies and how they would affect the general investment situation. Now there is a clearer understanding of the operations of these agencies and most executives have a conception of their effect on the general investment situation. Investment problems today are perhaps more academic than they were a year ago.

Helping the Agency Force

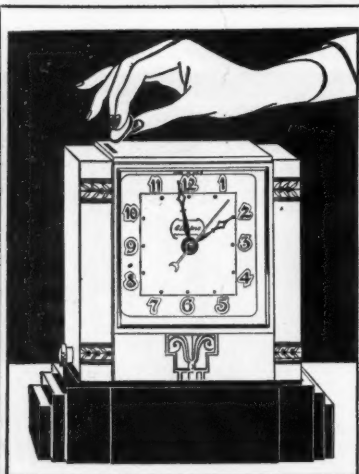
ALMOST every life company is taking a forward look. It appreciates the fact that one of its most important functions is to get back of its agency organization and afford the men in the field every opportunity to pursue their task successfully. Since the financial crash and economic disturbance, men with the rate book have had very hard sledding. Many have dropped out because of the disturbing conditions. The well trained, conscientious, hard working life men have stuck closely to their knitting and are emerging with great credit to themselves. They realize that home offices were confronted with tremendously important and complicated problems.

It was necessary to take action along different lines often in a comparatively drastic way. Companies began to tighten up in their underwriting. They found it necessary to throw greater safeguards around their funds. They had to greatly reform their methods in connection with the disability clause. Mutual companies found it necessary to reduce dividends and stock companies had to increase rates. Annuity premiums have been readjusted. In fact, up and down the line officials felt that for self-preservation many changes had to be made. The field force fell in with the procession, commended the home offices for creating these bul-

warks, defended the course taken with the public and even amid a discouraging outlook carried the banner to the fore. In addition to all these obstacles, field men found that much of their time was taken in servicing policyholders who found it necessary to revamp their insurance, surrender policies, get loans, provide for premium payments in all sorts of ways.

A great deal of the revamping and reorganizing has been done at home offices. The time, energy and thought of executives have been given to this transforming process. They have not had the time to give proper consideration to the men out on the firing line. It would seem now with so many difficulties successfully met there is an opportunity to get behind the field force, furnish them every possible aid, give them succor and encouragement and do as many tangible, constructive, helpful things as possible to pave the way for greater sales. The men back of the rate book have performed yeoman service although faced with great odds. Their performance has indeed been creditable. Every company should consider now what is the best course for it to pursue to give its men all the assistance it can in order that they may produce a sufficient amount of business to afford them a good living and make their work more remunerative.

\$ \$



Here's SALES INSURANCE for Insurance SALES

● Sounds odd, doesn't it? Yet, that's practically what the COIN-A-DAY Plan offers progressive agents—sales insurance for insurance sales.

Hundreds of insurance men throughout the country will testify to that fact. They've found that selling insurance the COIN-A-DAY way succeeds when all other methods fail. What better assurance can be offered?

The COIN-A-DAY Plan employs the use of an exclusive, patented coin-controlled electric clock, beautifully finished in chromium, with detachable coin box of black bakelite which forms the base. Style No. 25 takes quarters, while style No. 10 takes dimes.

Here is the most practical and useful device on the market. Everyone who sees it wants one. It makes the policyholder insurance conscious every day of the year, painlessly but forcefully collecting the premium savings. Every twenty-four hours the COIN-A-DAY shouts at the policyholder to insert a coin towards the payment of his premium. It continues its pleasant shout until he does.

Cash-in on this sensational selling idea that has proven its merit and soundness. Start writing the COIN-A-DAY way and you, too, will find how easy it is to "crack the hardest nuts." You'll not only sell 'em but keep 'em sold.

For complete details, without obligation, use the coupon below. DO IT NOW!

COIN-A-DAY, INC.
328 Schofield Bldg. Cleveland, Ohio

Coin-A-Day, Inc., Date.....
328 Schofield Bldg.,
Cleveland, Ohio.

Please send me complete details of the Coin-A-Day Plan for selling Insurance.

Name
Company
Address
City & State.....
NU-2

\$1,197,377 federal securities, \$418,095 other bonds, \$4,122,113 farm loans, \$15,521,122 city loans, \$16,093,512 policy loans, \$8,423,152 real estate. The surplus is \$1,744,597, insurance in force \$201,120,502. It paid to policyholders last year \$7,300,000. Its cash income exceeded cash requirements by more than \$1,000,000. During the year it added \$1,000,000 of federal securities to its bond account. It paid policyholders dividends \$700,000. Its dividend schedule will continue during 1935 the same as last year.

State Mutual Policy Loans

The State Mutual Life paid out in new loans in January only 20 percent as much as January a year ago. This decrease, which the company takes as the sign of a healthier general attitude towards business conditions, is further indicated by figures which show greater than a 20 percent decrease in the number of loan requests. Loan repayments over this period show equally significant proportions. A combination of partial and total repayments during the month show an increase of approximately 21 percent.

Federal Reserve Life's Year

The Federal Reserve Life of Kansas City has issued its new statement through Secretary W. B. Irons. Its assets are \$8,774,018, contingency reserve \$270,000, capital \$300,000, net surplus \$75,539. There was an increase in surplus and definite improvement in the bond portfolio. A number of its mortgages have been revised so that there is a very material increase in cash return. Operating costs have been reduced 10 percent. Last year the mortality was 52 percent. During the latter part of the year there was a definite improvement in new business.

Strike at Mutual Benefits

Injunction proceedings have been instituted in New Jersey against four benefit associations, they being the National Union Life, Lincoln Aid Association, American Aid Society, all of Delaware, and the Lincoln Aid Association of New Jersey. They are charged with the sale of questionable securities.

Report Equitable Production

The Equitable Life of New York paid business in 1934, excluding additions, increases and revivals, totaled \$356,814,648 for ordinary and \$102,389,354 group, compared to \$319,867,066 ordinary in 1933 and \$79,764,668 group. Insurance in force decreased \$53,337,631 in 1934 and \$468,602,318 in 1933.

Reinsurance Deal Upheld

The United States circuit court of appeals at St. Louis has handed down a decision upholding the action of a district court in appointing a receiver for the Royal Union Life of Des Moines. That company was reinsured with lien in the Lincoln National Life.

The Great Republic Life of Los Angeles, which is now in the hands of a conservator, sought to upset the receivership and reinsurance. The Great Republic owned \$160,000 of stock in the Royal Union.

The trial court had found that the assets of the Royal Union were insufficient to cover its obligations; that stockholders had no right or interest in the assets of the defunct company and that the Lincoln National contract was the best available.

Charter New Georgia Company

The Southern Life of Georgia, a subsidiary of the Southern Insurance & Securities Corporation, with headquarters in Atlanta, which proposes to organize insurance companies of various classes, has been granted a charter.

Regenstein Acting Head

Ellsworth Regenstein, vice-president Kentucky Home Life, is carrying on while the company is without a president

as a result of the death recently of Ben S. Washer. The annual meeting has been postponed from time to time, pending development of certain programs that are in the making.

Imperial Life's Club Officers

E. B. Roberts, manager of the Asheville, N. C., agency of the Imperial Life of that city, has been elected president of its Ordinary Producer Clubs, with L. G. Arndt of the Hickory agency in Lenoir, N. C., first vice-president; J. C. Ledbetter, High Point, second vice-president; T. G. Slate of Fayetteville, secretary.

United of Chicago Report

The United of Chicago financial statement shows assets of \$409,497, policy reserves \$123,361, capital \$200,000 and net surplus \$41,161. President O. T. Hogan states the premium income increased more than 12 percent; assets

increased 9 percent after substantial writeoffs. A large number of mortgages were converted in order to adjust the investment setup to conform with the new Illinois investment law. In spite of these changes and deductions, the company received 4 1/4 percent actual interest on investments.

Minnesota Consolidation Sought

A hearing has been set for March 9 on consolidation of the Palladium Life and the National Burial Insurance Co., both of Minneapolis. If the petition is granted the consolidated company will take the name of the Palladium.

Former Governor J. A. A. Burnquist is head of the Palladium, which in its last statement showed admitted assets as \$27,287 and surplus including \$10,000 capital, \$19,621. The latest statement available on the National Burial gives admitted assets \$15,399, surplus \$10,349 and business in force \$215,000.

AMONG COMPANY MEN

Olden With the Lamar Life

Former Resident of Jackson, Miss., Becomes Agency Superintendent of the Company

Edgar G. Olden, former Jackson, Miss., resident, has been made superintendent of agents of the Lamar Life.



EDGAR G. OLDEN

His first business experience was with a gin and milling company of which he became vice-president. His first life insurance experience was as an agent of the S. R. Whitten agency of Jackson. Mr. Olden was transferred to the home office of the Home Life of New York. After six months in the home office, he was sent in the field. He is a native of Yazoo City, Miss.

General American Promotions

E. L. Martin has been promoted to auditor of the General American Life. He has been manager of the accounts division. He started with the Missouri State Life as an office boy in the accounting department.

J. P. Hill is made manager of the conservation department to succeed E. C. Hill, recently appointed agency supervisor for Missouri. He is a graduate of the University of Missouri and started as a student cashier in Pittsburgh. Later he was called into the home office and has served in various capacities.

Dean Wall has been named manager of the mathematical and change division in the actuarial department. He formerly was a statistician in that division. He is a graduate of Washington University.

Changes Made by Travelers

Promotions Are Announced Involving a Number of People at the Home Office

A number of new appointments in the agency department of the home office of the Travelers, just made include Ralph L. Smith, who has been appointed assistant superintendent of agencies; W. C. Hodges, W. L. Murrell and H. W. Anderson, assistant superintendents of agencies; T. O. Freeman who has been appointed group supervisor, home office agency department, and M. F. Jones who has been appointed assistant supervisor, agency field service.

Mr. Smith, who was formerly assistant agency secretary, went to the Travelers in May, 1916, as special agent in the Philadelphia office. A year later he was made assistant manager of that office and in August, 1920, he went to the home office, first as field assistant, then as agency assistant and later as assistant superintendent of agencies. In 1929 he was made assistant agency secretary.

Mr. Murrell was first connected with the company as a sub-agent of Acree & Peck, Lynchburg, Va. On April 1, 1925, he was appointed field assistant at Richmond and later became assistant manager of that office. He was brought into the home office on Feb. 1, 1928, as group supervisor and in January, 1930, was appointed agency assistant.

Experience of Appointees

Mr. Hodges joined the Travelers in June, 1925 as field assistant at Charlotte, N. C. In 1927, he went to the home office as assistant supervisor, agency field service. Later he was appointed agency assistant.

Harry Anderson joined the Travelers in 1920 as a field assistant in Chicago. Later he was transferred to the Rockwood Company in Chicago, as assistant manager of its life department. In 1922 he was made manager of the life department of that office. In 1934 he was appointed agency assistant at the home office.

Talbot Freeman was appointed assistant group supervisor in 1934. Milton Jones, who was formerly manager at Yonkers, N. Y., joined the Travelers as a field assistant in the Omaha office in 1924, after having spent a number of years as teacher and principal in Nebraska high schools. In 1927 he was made assistant manager at Omaha, in 1928 he was transferred to St. Louis as assistant manager and in 1930 was made manager at Yonkers.

Medical Staff Enlarged

The Provident Mutual Life has appointed Dr. Herbert Old and Dr. F. M. Beresford as associate medical directors and Dr. F. R. Everett as assistant medi-

cal director. Dr. Old has been assistant medical director since 1914 and Dr. Everett has been connected with the medical department since 1931. Dr. Beresford is just connecting with the company, receiving his degrees from George Washington University and Marquette University.

Morrow Appointed Manager

F. C. Morrow has been appointed manager of group agencies of the London Life. He joined the London Life in 1924 and has been one of its leading representatives. In 1929 he became supervisor of group insurance in western Ontario. He will now supervise group agency work throughout the Dominion.

Macnab Advertising Manager

The Great-West Life of Winnipeg announces the appointment of F. F. Macnab as advertising manager. For the past five years he has been man-

ager of advertising and field service for the Dominion Life of Waterloo. He has been connected with the advertising departments of the London Life and the Confederation Life, and for two years carried on a general insurance business of his own.

He is succeeded with the Dominion Life by A. A. Morison, formerly assistant to Mr. Macnab.

T. H. Young Joins Yeomen

T. H. Young, formerly superintendent of agents of the Peoria Life, has joined the Yeomen Mutual Life of Des Moines and will serve as assistant superintendent of agents. After the Peoria Life was taken over by the Alliance Life, Mr. Young remained with the Alliance in an agency capacity until his resignation recently. He joined the Peoria Life in 1916 as a clerk and progressed in the home office until he was made superintendent of agents in 1928.

LIFE AGENCY CHANGES

McMillan Takes Los Angeles

Supervisor of Penn Mutual at Atlanta Heads Combined Agency in California City

The Penn Mutual Life has merged its two Los Angeles general agencies, and Fred M. McMillan has been appointed general agent. Mr. McMillan entered life insurance in 1928 at Columbus, Ga., as a personal producer for the Northwestern Mutual. He transferred to the Penn Mutual in 1931 as Columbus, Ga., district manager, under the direction of the Atlanta general agent. In 1932 he was called to the Atlanta office, as supervisor and has served there since.

Will O. Ferguson, one of the retiring general agents, who for 40 years held such a position with the Penn Mutual, at Evansville, Ind., for a great many years and later at Los Angeles, will be a member of the new agency, with the title of associate general agent. For a score of years he has held executive positions in the Penn Mutual Agency Association. And he is one of the Penn Mutual's best personal producers.

Before leaving Atlanta Mr. McMillan was the guest at a farewell luncheon whose hosts were a group of Atlanta general agents. The members of the Penn Mutual's Atlanta agency, headed by General Agent Hurd J. Crain, said their farewell to Mr. McMillan at a dinner given in his honor.

Royall Is Named in Chicago

Veteran New York Life Man in Manhattan Goes West as Supervisor Directing Two Branches

W. L. Royall, supervisor for the New York Life in New York City in charge of five branches, and connected with the company for 20 years, has been appointed supervisor in Chicago effective April 1, to have direct charge of the Central branch and supervision over the Dearborn branch. L. H. Tracy, agency director of the latter branch will continue in charge.

J. S. Fredrickson and A. Peterson, agency organizers who have been jointly conducting the affairs of the Central branch since the death of Supervisor J. A. Campbell a year ago or more ago, remain in their present positions.

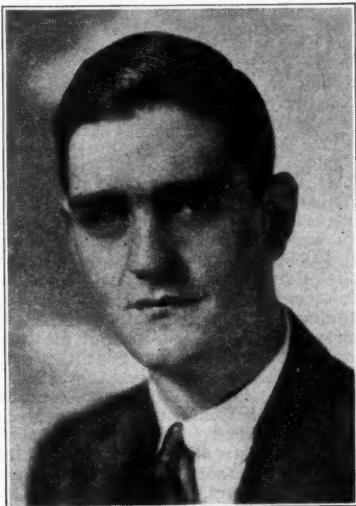
Mr. Royall will be welcomed to Chicago April 1 at a luncheon at which R. E. Whitney, inspector of agencies, will preside. It will be attended by the staffs of the two branches.

Mr. Royall for some time has been directing affairs of the Vanderbilt, Bronx, Tremont, Murray Hill and Yorkville branches in New York City.

Whitney to General American

Appointed General Agent in Chicago—W. B. Nichols Designated at Hannibal, Mo.

Russell C. Whitney has been named general agent in Chicago of the General American Life of St. Louis, with head-



RUSSELL C. WHITNEY

quarters at 33 North La Salle street. Mr. Whitney has been an independent insurance broker in Chicago. He is a graduate of Chicago University. He formerly represented the Continental Assurance.

Mr. Whitney has had considerable life and accident and health insurance selling experience. For a year he has been connected with the Chicago downtown branch Continental Casualty-Continental Assurance. He was a part-time agent for a number of years. In the past he had bond and banking experience with Halsey, Stuart & Co. His father, the late Russ L. Whitney, was chief adjuster of the Continental companies of Chicago.

W. B. Nichols has been named general agent of the General American in Hannibal, Mo., and adjoining territory. He has had considerable experience, both as a personal producer and as a manager.

Spange Goes to Davenport

H. W. Spange has been appointed assistant manager of the Davenport, Ia., ordinary agency of the Prudential. He was formerly connected with the pension department at the home office and

AMERICAN CENTRAL LIFE

INSURANCE COMPANY

ESTABLISHED 1899

INDIANAPOLIS, INDIANA

● Serving in the life insurance field through wars, epidemics, panics, and depressions since 1899.



"Get Set"

GETTING set for the race of life depends largely on wise provision made early in the game. Uncertainties of the future vanish when an adequate program of protection is arranged. Juvenile Endowment policies make certain the completion of Educational Plans.

The Scranton Life has a variety of contracts, especially adaptable to the young generation.

We have attractive openings for energetic salesmen in many localities. A letter addressed to the Scranton Life will bring full information.

THE SCRANTON LIFE

SCRANTON, PENNSYLVANIA

WALTER P. STEVENS, President

Eighty-Third Year

BERKSHIRE
LIFE INSURANCE CO.

Incorporated 1851

Pittsfield, Massachusetts

Year ending December 31, 1934

Admitted Assets	\$ 50,266,437
Policy Reserve and Other Liabilities ...	48,632,004
Total Income	10,791,881
Total Disbursements .	9,749,508
Excess Income Over Disbursements	1,042,373
Received for Premiums	7,439,931
Dividends Paid and Credited Policyhold- ers	881,455
Total Payment to Pol- icyholders and Bene- ficiaries	6,475,803
Surplus	1,634,433
New Paid Insurance..	21,553,486
New Paid Annuities (Premium)	1,699,875
Total Insurance in Force	\$210,256,896

Growth of Company—Progress
shown in five-year periods.

INCOME	
1914	\$ 3,745,082
1919	4,937,859
1924	6,663,980
1929	9,076,188
1934	10,791,881
ASSETS	
1914	\$22,411,687
1919	27,178,636
1924	35,435,898
1929	46,392,066
1934	50,266,437

later was transferred to the Chicago group office as home office representative. He will have charge of recruiting and training new men for the agency over which S. W. Sanford presides. It comprises 34 counties in Illinois and 31 in Iowa.

Johnston Toledo Manager;
Surridge, Daniels Advanced

Two changes in the Acacia Mutual Life's field organization are announced. R. C. Johnston, who has been assistant manager associated with Manager L. S. Broadus at Chicago, becomes manager at Toledo. He has been with the company for four years, is a C. L. U., graduate of the University of Michigan in actuarial science.

E. K. Surridge, an agent connected with Mr. Broadus for three years, and with a successful selling record, becomes assistant manager in the agency in charge of older agents. Harold Daniels, a radio artist and organist, was appointed assistant manager in the Broadus agency in charge of new organization. The office is being enlarged.

Texas Prudential Appointments

A. J. Bahr has been appointed general agent of the Texas Prudential at Tulsa, Okla., with offices in the Tulsa Loan building. R. M. Thorp has been appointed district manager with headquarters at Altus, Okla. J. H. Good, manager for western Oklahoma, has opened an office at 407 Terminal building, Oklahoma City.

Opens Spokane Office

The American National of Texas has appointed W. L. Williams manager in Spokane, Wash., with offices in the Old National Bank building. The agency will cover eastern Washington and northern Idaho. Subagencies will be established in Wenatchee, Yakima, Walla Walla and Lewiston, Ida. Mr. Williams has been a resident of Spokane for 30 years and for the last year with the Penn Mutual.

LeLaurin to Coast

J. V. LeLaurin, Little Rock, Ark., manager Sun Life of Canada for over two years, has been named manager of southern California territory below Los Angeles, with headquarters at Los Angeles.

Mr. LeLaurin has been with the Sun Life in Little Rock since 1930.

Opens New Life Department

The Lawton-Byrne-Bruner Agency, St. Louis, has been appointed general agent of the Travelers. E. M. Whitebread has been placed in charge of the new life department. Associated with him are E. C. Bloodworth, former Louisiana manager of the Sun Life of Canada, and Earl Ellis.

Welch with Capitol Life

Edgar R. Welch has been appointed general agent of the Capitol Life of Denver at Wichita, Kan., with offices at 716 Fourth National Bank building. For the past eight years he has been with the Equitable of New York at Wichita.

Green Succeeds Bryarly

R. C. Green has been promoted to manager of the Home Life of New York with headquarters in Winchester, Va. The territory includes about 50 counties in northern Virginia, western Maryland and eastern West Virginia. Mr. Green succeeds the late R. T. Bryarly.

D. B. Stewart, Jr.

The State Farm Life has entered the District of Columbia and D. B. Stewart, Jr., has been named district director with headquarters at 207 Evans building, Washington. He formerly was director in Maryland and Delaware.

LIFE COMPANY CONVENTIONS

Banquet Closes Convention

Guaranty Life Agents Have Fitting Climax to Their Three Days of Conferences

A banquet climaxed the annual agency convention of the Guaranty Life of Davenport, the banquet hall being filled with agents who were attending, distinguished citizens of Davenport, members of the home office force and visiting company officials. The agents had been in business conferences for three days. For an hour the proceedings were broadcast. At noon President L. J. Dougherty was the host to the agents, members of the Davenport Life Underwriters Association and visiting officials. He presided at the noon function, the chief addresses being given by Insurance Commissioner E. W. Clark of Iowa, H. K. Lindsley of Wichita, Kan., president of the Farmers & Bankers Life and president of the American Life Convention; W. T. Grant of Kansas City, president of the Business Men's Assurance; Walter Cluff of Kansas City, educational secretary Kansas City Life; Harry Wilson of Indianapolis, vice-president American Central Life, and C. M. Cartwright of THE NATIONAL UNDERWRITER. A. W. Sanford, manager of the Prudential and vice-president of the Davenport Life Underwriters Association, spoke for that organization and Carl Le Buhn, general agent of the Massachusetts Mutual, for the managers and general agents division.

Prior to the banquet Mr. and Mrs. Dougherty received at their home for visiting officials, some of the general agents and a number of Davenport people. The evening before they were hosts in their home to agents of the company. Mr. Dougherty opened the proceedings at the banquet. The speakers were Commissioner Clark, Col. C. B. Robbins, manager of the American Life Convention; Harry S. Longley, Episcopal bishop of Davenport; Bishop Rohlfman, Catholic bishop of Davenport; E. P. Adler, publisher of the Davenport "Times" and president of the Davenport Bank & Trust Co., Secretary John Schenk of the Davenport Chamber of Commerce, Mayor Merle Wells, President Lindsley of the American Life Convention; W. J. Moriarity, manager Guaranty Life at St. Louis, General Counsel A. E. Carroll of the Guaranty Life and W. F. Voss, assistant secretary, who has just been made a director. C. M. Cartwright acted as toastmaster.

High tribute was paid throughout the evening to President Dougherty and the Guaranty Life.

John Hancock Men Meet

Agency managers and assistant managers of the John Hancock Mutual Life from five midwestern states attended a regional meeting Feb. 26 in Des Moines. Speakers were E. H. Brock, vice-president; J. W. Messenger, assistant superintendent of agencies; T. D. Heenan, Chicago, regional manager, and Charles Tyre, St. Louis, supervisor of agencies.

Regional Meet in Sioux City

The Northwestern National Life will hold a regional meeting of managers and agents from Iowa, South Dakota and Nebraska in Sioux City, Ia., March 19-20.

Federal's Iowa Meeting

Isaac Miller Hamilton, president Federal Life; L. D. Cavanaugh, executive vice-president, and George Barmore, vice-president in charge of agents, addressed a meeting of Iowa agents in Des Moines.

Hold Seminar at Convention

Leading General Agents of New England Mutual to Direct Discussions in Event April 5-6

A two-day seminar for general agents, supervisors and agents is to be held April 5-6 by the New England Mutual Life as a part of its centenary convention at the home office. A number of leading general agents, supervisors and agents will direct the program. Qualification for the seminar will be on the same basis as for the convention which precedes it the first four days of the week. The qualification period ends March 31 and only issued and paid life insurance will count in the quota.

General Agent W. H. Beers of New York City and C. P. Dawson, his supervisor, will give two full days to a group desiring to study the Beers prospecting and selling plan. General Agents H. A. Schmidt, New York City; C. A. Hinkley, Buffalo, and A. C. Uter, Detroit, will give a day to agents for study of preparatory work necessary before presenting proposals to big business men, and also definite sales presentations to use in such cases.

Others Who Will Take Part

J. H. Atwood of the Curtis agency, Boston, who placed more than \$1,500,000 business insurance last year, will lead a discussion on business insurance proposals. General Agent Linwood Butterworth, Richmond, Va., will lead a group discussion on "Getting Business from Small and Medium Sized Cities and Towns."

General Agent Horace Mecklen, Portland, Ore., and E. L. Goodrich, the company's leading agent last year, will lead a session on "Work Planning." F. M. See, general agent in St. Louis, will discuss special campaigns.

Ohio State's 1936 Plans

The Ohio State Life's plans for observance of its 30th anniversary next year include an eight-day trip on Lake Erie and the St. Lawrence river and the holding of the agency convention in Quebec.

Agents who produce the required volume of insurance over a period of 18 months will make the trip.

Will Meet at Del Monte

The Mutual Benefit Health & Accident and United Benefit Life of Omaha will hold a meeting of branch managers at Del Monte, Cal., March 20-23.

Home office officials who will attend include Dr. C. C. Criss, president; Sam C. Carroll, vice-president; D. M. Brown, United Benefit agency supervisor, and Ray H. Hawkins, chief underwriter Mutual Benefit.

People's Life Convention Set

The People's Life of Indiana will hold its annual agency convention at Lake Wawasee, Ind., Sept. 5-6. Qualification for attendance to the convention is \$100,000 paid business for the agent and \$200,000 to include his wife. February is president's month in honor of President E. O. Burget. Mr. and Mrs. Burget are taking a vacation in Florida.

Hold Regional Conference

A two-day regional educational conference of the Northwestern Life was held in Little Rock for the Arkansas agency and the agency at Memphis, Tenn. W. T. Grantges, agency director, was in charge, assisted by R. H. Carter, Arkansas manager, and E. B. Balkema, agency instructor.

NEWS OF LIFE ASSOCIATIONS

Dearing Heads Florida Body

Annual Sales Congress at Tampa with Outstanding Speakers—Payne Unable to Attend

TAMPA, FLA., Feb. 28.—Frank P. Dearing, Mutual Life of New York manager at Jacksonville, is the new president of the Florida Association of Life Underwriters, moving up from vice-president to succeed Harvey Payne of Miami. Because of serious illness Mr. Payne was not able to attend the third annual sales congress of the association held here today, and Mr. Dearing, substituting, got a foretaste of the job ahead of him.

Other Officers Named

Other officers chosen were: Vice-presidents, O. A. Boone, Metropolitan, Orlando; Charles Gibbs, New York Life, Miami; Albert Litschgi, Equitable, Tampa; secretary-treasurer, Hal Chaille, Equitable, Jacksonville. A. L. Smith, Mutual Life, Orlando, was named representative to the National meeting.

President T. C. Cross of the Tampa association and Mayor R. E. L. Chaney, welcomed the congress with response by Past President S. F. Gammon. Then came the following addresses: "The Romance of the Life Insurance Dollar," G. E. Lackey, general agent Massachusetts Mutual, Detroit, and "Simple Selling Makes Selling Simple," by Albert E. N. Gray, assistant secretary, Prudential.

Objectives of the National association were discussed at the luncheon by President T. M. Riehle, who also spoke in the afternoon on the place of the life agent in business recovery.

Johnson Talks on Facts

Holgar Johnson, general agent Penn Mutual in Pittsburgh, made his "Facts of Life" one of the high points of the session in the afternoon, showing how the agent must use these facts to wake up the prospect. After him came O. Sam Cummings, Texas manager Kansas City Life, on "Making 1935 a Better Year." He stressed the importance of better prospecting as the most promising feature of the outlook.

At the banquet Commissioner W. V. Knott talked. He said reports so far indicate life premiums for 1934 will show a 10 percent increase. This should show for 1934 \$21,500,000, compared to \$19,792,407 in 1933. He encouraged the agents to again seek a qualification law such as was introduced in 1933.

New Twisting Folder

The National Association of Life Underwriters is sponsoring the distribution of the folder, "Don't be Twisted," which bears the imprint of the National Better Business Bureau. The National association formerly issued a similar folder, but felt it is more effective to distribute such literature through the Better Business Bureau. Local life underwriters association officers are urged to arrange for distribution of the circular through local better business bureaus. W. M. Duff of the Edward A. Woods Company, Pittsburgh, is chairman of the committee on business standards, which is sponsoring the distribution.

Birmingham, Ala.—Some kind of social insurance will be adopted eventually throughout the United States, declared O. Sam Cummings, Dallas, Tex., trustee and former vice-president National association, at a joint meeting with the Kiwanis Club. Thirty states now have some kind of old age insurance and several legislatures are considering bills providing old age insurance.

Will Have State Association

North Carolina Life People Propose to Get Together After Visit of President Riehle

President T. M. Riehle of the National Association of Life Underwriters made a great hit in his talk at Greensboro, N. C., there being over 200 present including life men from Greensboro, Durham, Raleigh, High Point, Charlotte, Danville, Asheboro, Madison and Winston-Salem. It was decided to form a state association at an early date. The various associations will appoint some delegate to represent them at the meeting. The Jefferson Standard Life acted as host for the agents and stood the expense of the dinner. President Riehle told about the plans of the national body, particularly in the development of its program for greater financial independence of agents. He gave a number of valuable sales ideas. C. R. Barber of the Equitable Life of New York is president of the Greensboro association and was in charge.

President Riehle's Views

In speaking of the social reconstruction plan of the government and social insurance schemes, Mr. Riehle said:

"All of this new emphasis on social and economic security is going to measurably increase the popularity, and, consequently the service, of the institution of life insurance. This same thing occurred in connection with the government's war risk insurance during the war. That development resulted in the renewed appreciation and great stimulation of life insurance distribution.

"All of these projects for social insurance will never, in my opinion, reach the goals which ambitious Americans have always set for themselves and upon which they will always insist, so long as they are Americans.

Function of Life Insurance

"They do not profess, and they should not be depended upon to solve, with any degree of comfort, the terrible curse of insecurity of the individual, caused by the chief uncertainties of life. But that is what life insurance does.

"Even an old-age pension fulfills none of the functions which inhere in individual provision through life insurance. It will not, it cannot, even under governmental subsidy or legislative compulsion, maintain the accepted American standard of living.

"Our citizens must still be protected against those forces with which self-reliance cannot deal. Our economic system must become increasingly responsible for its needy victims. But that, I believe, is as far as social insurance will ever go. And that, I believe, is where life insurance begins to function."

Women Agents Hold Meeting

Denver People Get Together at Luncheon and Discuss Points of Current Interest

The women agents in Denver who are members of the local underwriters association sponsored a luncheon which 33 women attended. The committee consisted of Mrs. Marie B. Parker, chairman, Equitable Life of New York; Miss Helen Hankins, Penn Mutual; Mrs. Helen Bailey, New England Mutual; Mrs. Celia Downs, Pacific Mutual; Miss Alice Safford, Connecticut Mutual; Mrs. Doretta Church, Massachusetts Mutual. At the round table discussion Miss Hankins talked on "Value of Belonging to the Association," Miss Theodosia Rains, New York Life, on "Value of Ethics in Life Insurance," Miss Safford, on "The Cooperation of the Underwriter and the Cashier," Mrs. Mar-

PACIFIC NATIONAL LIFE INSURANCE COMPANY SALT LAKE CITY, UTAH

Financial Statement—December 31, 1934

ASSETS		Per Cent	LIABILITIES		Per Cent
First Mortgage			Reserves	\$ 391,850.00	29.8
Loans	\$ 430,531.39	32.7	Full legal requirements all policies in force.		
Appraised at \$1,540,636.00.			Present Value		
Real Estate Owned	42,232.50	3.2	Amounts Not		
All have a rental income.			Yet Due	8,188.08	.6
Real Estate Sold			Unpaid Death		
Under Contract	21,717.59	1.6	Claims	6,000.00	.4
Monthly installment pay.			(Reported after December 31st).		
Collateral Loans	46,315.82	3.5	Estimated Accrued		
Market value of Collateral \$115,892.63.			Taxes	8,786.68	.7
Policy Loans and			Other Liabilities	21,896.66	1.7
Liens	69,923.24	5.3	Capital		
Fully Secured by Reserves on Policies.			Stock		
Bonds	528,391.30	40.2	Paid		
Stocks	28,619.77	2.2	Up	\$669,147.27	
Cash and Bank			Unas-		
Balances	77,535.80	5.9	signed		
Interest Accrued	18,943.81	1.4	Funds	208,884.88	66.8
Net Deferred Premiums	39,361.90	3.0	(Surplus).		
Other Admitted Assets (Net)	11,180.45	1.0			
TOTAL ADMITTED ASSETS	\$1,314,753.57	100.0		\$1,314,753.57	100.0

Outstanding

1. Ratio of Assets to liabilities 301%.
2. High percentage of investments in those securities which are best. Note: government, state and municipal bonds are 25% of assets.
3. Deposit of \$500,000.00 of Federal, State, Municipal, Industrial, Utility and Railway bonds with the State of Utah—being 200% of legal requirements and 145% of the whole of our net reserve liability.
4. Assets Appraised at Market.

Report of Progress

1. Increased Insurance in Force 12%
2. Decreased Mortality Experience (1934—30.5%) 42%
3. Increased Our Total Income 10%
4. Decreased Our Total Disbursements 7%
5. Increased Our Surplus 4%

Because of the excellence of the insurance contracts, territory yet unorganized, constructively helpful supervision, progressive manner of compensation of representatives, there are agency opportunities in Utah, Idaho, Montana, California, Wyoming, Nevada, Arizona and Colorado that have in them much of promise. Call or write. Insurance experience not a requirement.

●●FOR CALM SEAS OR ROUGH●●

MUTUAL TRUST

LIFE INSURANCE COMPANY

EDWIN OLSON
PRESIDENT
CHICAGO
ILLINOIS
"AS FAITHFUL AS OLD FAITHFUL"

A MUTUAL FULL LEVEL PREMIUM RESERVES COMPANY WRITING PARTICIPATING INSURANCE ONLY AND AT ALL AGES FROM BIRTH TO AGE 65.

RECEIVES ONE-HALF OF ITS NEW BUSINESS FROM NEW ENGLAND AND THE EAST.

Operates in the following States:

Maine	New Jersey	Minnesota
New Hampshire	Ohio	North Dakota
Vermont	Michigan	South Dakota
Massachusetts	Wisconsin	California
Rhode Island	Illinois	Washington
Connecticut	Iowa	Oregon
	Nebraska	

MEN WHO BELIEVE THEY HAVE GENERAL AGENCY QUALIFICATIONS MAY OBTAIN FULL PARTICULARS BY ADDRESSING THE AGENCY DEPARTMENT.

garet Taub, Aetna Life, on "The C. L. U. Degree," Mrs. Bailey, on "Future Financial Outlook."

Names District Membership Chairman for National Body

Holgar J. Johnson, National Association of Life Underwriters trustee and membership chairman, has appointed the following district membership chairmen: District No. 1, Roderick Pirnie, Berkshire Life, Springfield, Mass.; (2) J. D. Bookstaver, Travelers, New York; (3) Rankin Furey, Berkshire Life, Pittsburgh; (4) J. O. Ogle, Pan-American, Birmingham, Ala.; (5) Ray Hodges, Ohio National, Cincinnati; (6) Hugh Van de Walker, Ohio State Life, Detroit; (7) Ernest Crane, Northwestern Mutual, Indianapolis; (8) Frederick Bruchholz, New York Life, Chicago; (9) Victor Stamm, Northwestern Mutual, Milwaukee; (10) C. E. Brown, Mutual of New York, Detroit; (11) J. F. Trotter, Mutual of New York, Kansas City, Mo.; (12) V. T. Motschenbacher, Sun Life, New Orleans; (13) O. P. Schnabel, Jefferson Standard, San Antonio, Tex.; (14) Kellogg Van Winkle, Equitable of New York, Los Angeles, and (15) H. S. Bell, Equitable of Iowa, Seattle.

Detroit Program Ready

DETROIT, Feb. 28.—The program of the All-State Sales Congress here March 11, sponsored by the Qualified Life Underwriters of Detroit, includes M. J. Cleary, president Northwestern Mutual Life, who will talk on "The Security of Life Insurance," and T. M. Riehle, president National Association of Life Underwriters on "Closing Cases." Mr. Riehle will also talk on better underwriting through better qualified underwriters.

Louis Behr, Chicago, million-dollar producer of the Equitable Life of New

York, will discuss "My Method of Prospecting and Approach" and George Schumacher, Massachusetts Mutual "millionaire" in Cleveland, will discourse on "My System of Presentation and Close." Donald Kipp, Detroit tax attorney, will talk on "Life Insurance and Death Taxes," President F. J. Little, Massachusetts Mutual, will open the congress. M. L. Woodward, general chairman, will act as master of ceremonies.

Organize Alabama Body

BIRMINGHAM, Feb. 28.—The Alabama Association of Life Underwriters was tentatively organized at a recent meeting here. James Finlayson, Birmingham manager Metropolitan Life, was elected temporary president and J. O. Ogle, manager Pan-American, temporary secretary. A permanent organization will be formed at a latter date. The state association is designed to be something like a holding company, with various local associations as members. A state sales congress will be promoted and the state body will also correlate other activities of local associations.

Georgia Association Formed

The Georgia Association of Life Underwriters has now come into being. It was organized at Macon by representatives of five local associations. C. E. Stevens of Macon has been made president, while the presidents of the other four local associations become vice-presidents. Edward Pendleton of Macon is the secretary.

Honor New Commissioner

The Wyoming Association of Life Underwriters held a meeting this week in honor of the state's new insurance commissioner, Arthur Hamm, a banker of Sheridan, who succeeds Theodore Thulemeyer. Charles Mason, president of the association, presided, and among the speakers was Horace Mecklem,

general agent at Portland, Ore., of the New England Mutual.

Albany, N. Y.—Ray C. Ellis, general agent Home Life in New York City, was the speaker, on "Professional Concept of Life Insurance." Mr. Ellis said, "Nobody is bigger than his own concept of himself." It is his belief that it is the newer men who are selling more life insurance by the use of modern methods. To be a good man in the insurance business one has to be an executive, able to govern time, able to govern his own finances, able to budget his income, able to render sound, honest and intelligent advice, and he has to be a student of business. The travesty of the life insurance business is that the agent is too independent. The things that a successful agent must know are: (1) federal estate tax; (2) gift tax; (3) business insurance; (4) analysis of insurance (5) how to plan an estate.

Jacksonville, Fla.—S. T. Whatley, agency vice-president of the Aetna Life, addressed the February meeting.

Asheville, N. C.—W. F. Barron, Metropolitan Life, is the new president; C. C. Proffitt, first vice-president; K. W. Partin, second vice-president; Emmett Underwood, third vice-president; J. M. Ehle, secretary; L. B. Cooper, treasurer; L. B. Ordway, national committeeman; executive committee, D. C. Martin, chairman, F. R. Baker, R. F. Moody, D. E. Barkley, and W. F. Duncan.

Sioux City, Ia.—F. B. Summers, agency director of the New York Life at Omaha, gave the February meeting address. He is president of the Nebraska association.

Fort Wayne, Ind.—H. E. Nyhart, general agent Connecticut General Life and president of the Indianapolis association, talked on "Opening the Gate to Economic Security."

New Orleans—At the sales congress here March 7 the following will speak: T. M. Simmons, Pan-American Life, "Observations;" R. S. Hecht, "Social Being;" H. E. North, vice-president Metropolitan Life, "Suggestions That May Help to Make 1935 a Successful Year;" L. O. Schriever, Aetna Life, Peoria, Ill., "A New Decalog for 1935;" Carl Marshall, Gulfport, Miss., "What the Public is Thinking with Reference to Life Insurance;" V. T. Motschenbacher, Sun Life, New Orleans, "Association Activities;" F. T. McNally, Massachusetts Mutual, Minneapolis, "The Average Man."

Columbus, O.—The annual sales congress will be held March 7. Paul M. Smith is president. H. S. Stephan, vice-president, has charge of the arrangements for the congress. Speakers will include Maj. N. A. Imrie, editorial writer Columbus "Dispatch;" E. W. Owen, Sun Life, Detroit; W. M. Rothaermel, Equitable of New York, Chicago; R. F. Pfeiffer, Metropolitan Life, New York, and S. S. Herwitz, Mutual Life, New York. It is expected that 400 will attend, from central, southern and southeastern Ohio and West Virginia.

L. W. Doland, Mutual Life of New York, is a new director, succeeding Raymond Rhoads, who has been appointed assistant superintendent of insurance.

Champaign County, Ill.—The February meeting was held at Champaign, Mrs. Hattie Peterson, vice-president, presiding. Earl E. Smith, assistant agency director Equitable Life of Iowa, was the speaker on "Building Your Own Morale." He emphasized the necessity of the agent having before him at all times a real objective. He deemed it highly essential for the field man to be enthusiastic in his work and to do it consistently. Hubert Hendricks, Equitable Life of Iowa manager for central Illinois at Decatur, was present and introduced the speaker.

Des Moines—E. W. Brailley, general agent New England Mutual in Cleveland since 1929, and former president of the Cleveland association, will speak Saturday on "Peace of Mind, the Priceless Blessing of an Adequate Life Insurance Estate." He is a member of the program committee for the 1935 convention of the National Association of Life Underwriters which meets in Des Moines this year. He began his insurance work as a personal producer for the Equitable Life of New York in 1921.

Hamilton, Ont.—A sales congress will be held March 1. Speakers will include E. W. Owen, Detroit manager Sun Life of Canada; G. J. Kotzenmeyer, educa-

tional supervisor Confederation Life; P. A. Bower, Metropolitan Life, Toronto; Dr. W. E. Ferguson, medical referee Excelsior Life; J. E. Francis and L. R. Brown, Canada Life, Hamilton.

Cleveland—Over 550 members and guests heard C. C. Day, general agent Pacific Mutual, Oklahoma City, speak on "A Philosophy of Living." W. E. Baker, Cleveland general agent Pacific Mutual, introduced the speaker.

Indianapolis.—The association staged an "All-Indianapolis Five-Star Program" this week. Five ten-minute talks were made by Wendell P. Coler, actuary American Central; E. B. Raub, president In-

ACCIDENT—HEALTH

Annuls Thirty Days Clause

Georgia Court of Appeals Hands Down Important Case Involving Accident Claim

The Georgia court of appeals has annulled a clause in an accident policy providing that the death benefit be paid only if death occurred within 30 days after the accident which caused the death, holding that such a provision is contrary to public policy. The lower court decided in favor of the company and the higher court reverses it. E. T. Coker of Atlanta had a policy in the Life & Casualty of Nashville. He was injured in an automobile accident March 9, 1931, and was taken to a hospital. He died May 14. The policy contained the 30 days clause, the company denying liability. The widow brought suit for \$1,500 and lost in the lower court. Reversing the decision the court of appeals says:

"If the period of limitation does not afford a fair and reasonably adequate time for the results of the injuries to be determined, but may reasonably be expected to create a situation such as may distress the mind and harass the nerves of a sick and injured person while in the midst of a struggle to maintain his life, impairing his will to life and jeopardizing his chances for recovery, it will be annulled as being contrary to public policy."

Increase in Accidents Due to Sports Being Reported

NEW YORK, Feb. 28.—That the additional leisure afforded many under the operation of the "New Deal" presents new problems to accident companies is attested through the numerous claims that are presented because of injuries suffered by sport participants. In warning against excessive activities by those who heretofore have not had opportunity to indulge in athletic relaxation to any considerable degree, the Fidelity & Casualty points out the dangers. Aside from avoidable hazards, company reports show a number of accidents caused by such freak mishaps as flying golf balls, carelessly tossed baseball bats, and poorly directed handballs.

Cameron & Chambreau Service

Cameron & Chambreau of Chicago consulting actuaries and tax consultants are notifying companies that they are prepared to offer specialized services along lines not usually included in regular actuarial work. They give these as follows: (1) Agency methods and contractual arrangements with the object of expanding production on a basis both economical and ultimately profitable. (2) Investment problems and plans. (3) Income tax problems. (4) Analysis of home office methods to the end of planned economy therein. (5) A complete survey of the company in every department of operation.

REMARKABLE RECORD DURING DEPRESSION YEARS

Assets, December 31, 1929.....	\$10,455,621.25
Assets, December 31, 1934.....	16,121,071.03
An Increase of (54.2%).....	5,665,449.78
Surplus, December 31, 1929.....	647,030.55
Surplus, December 31, 1934.....	1,190,888.04
An Increase of (84.1%).....	543,857.49

In addition to these financial gains, the Company paid to Policyholders and Beneficiaries 8,216,304.89 during these years.

Some choice territory available in Indiana, Illinois, Ohio, Texas, Iowa, California, Michigan, Minnesota, North Carolina and Florida.

FRIENDLY HELPFUL HOME OFFICE CO-OPERATION
A Complete Kit of Policy Contracts.

INDIANAPOLIS LIFE INSURANCE CO.

A Mutual, Legal Reserve Company, with over \$94,500,000.00 Insurance in Force

ORGANIZED IN 1905

Edward B. Raub, President

dianapolis Life; A. A. Zinn, vice-president State Life; George A. Bangs, president United Mutual Life, and G. L. Stayman, actuary Reserve Loan Life.

Galveston, Tex.—Steps have been taken to eliminate part-time agents. The Galveston association is going to see to it that so-called "insurance brokers" operating in the city obtain licenses from the state board of insurance commissioners or "get out of the business."

Laporte County, Ind.—K. D. Robinson, Mutual Life of New York, South Bend, Ind., spoke at a dinner meeting at Laporte.

Warren, O.—E. C. Noyes, Massachusetts Mutual Life, Akron, O., speaks this week on "The Spirit of Service Among Life Underwriters."

Cincinnati.—Upholding life insurance as a means toward economic stability and individual security, Carroll C. Day, general agent Pacific Mutual Life, Oklahoma City, gave his talk on "A Philosophy of Life," which has been widely acclaimed wherever it has been presented.

Springfield, Ill.—The Springfield association March 1 will hold a special sales meeting. F. M. See, general agent New England Mutual at St. Louis, will talk.

Illinois.—Date for the annual sales congress of the Illinois association, to be held jointly with the Rockford association in that city, tentatively has been set for May 25. The decision was reached at a meeting of the program committee at Rockford, Chairman Thomas Hayes, district agent of the Penn Mutual at Rockford and first vice-president Rockford association, presiding. C. F. Axelson, Northwestern Mutual Life, Chicago, president state association, attended. Frederick Bruchholz, agency director New York Life, Chicago, gave an address before the

Rockford association on "Selling Life Insurance Today."

Michigan.—The convention committee met in Lansing, with nine local associations represented. The convention will be held at Flint May 24-25. Outstanding speakers will be secured. In addition to sessions devoted to the convention theme of "Qualified Life Underwriting" and to the formal business meeting, a sales luncheon will be featured May 24, at which the chief speaker will be a leading Michigan producer. The business meeting will be marked by election of officers and adoption of a new constitution and by-laws.

The convention committee includes: J. C. Cameron, Flint, chairman; A. P. Hewlett, Ann Arbor; Frank Daniels, Benton Harbor; Floyd White, Battle Creek; Harry Wiles, Bay City; E. W. Owen, Detroit; W. M. Eastcott, Grand Rapids; G. V. Gregory, Jackson; Clarence Merrifield, Kalamazoo; Harold Brogan, Lansing; M. J. Malarney, Pontiac, and Dewey Stearns, Saginaw.

East Bay (Oakland, Cal.)—Prof. Royal Roberts of the University of California, instructor in C. L. U., spoke on "The Evolution of Life Insurance Salesmanship."

San Francisco.—"Due to lack of cooperation from sources essential to the success of the dinner," the annual leading producers dinner, scheduled for Feb. 28, was cancelled. The decision also was influenced by the fact that the association's sales congress is scheduled for March 19, during the visit of National President T. M. Riehle, and "it was believed that two expensive functions within a period of three weeks would not be welcomed by the majority of the membership."

Arthur S. Holman, manager of the Travelers, is the sales congress chairman. Congress plans were enthusiastically launched at a meeting of general agents and managers Feb. 26.

AS SEEN FROM CHICAGO

BIG METROPOLITAN PRODUCTION

Last year 10 percent of the 1,250 Metropolitan Life men in Chicago wrote \$100,000 in ordinary in addition to handling their industrial debits. F. L. Shapiro led with \$311,422 ordinary, with N. H. Malkus second with \$300,750.

AGARD CHICAGO MANAGER

Frederick W. Agard, former Chicago representative of the Essex House of New York City, has been appointed manager of the Chicago office of the Biltmore, exclusive New York hotel. Offices have been established at 224 South Michigan avenue, telephone Wabash 7500. Mr. Agard has specialized in arranging hotel accommodations in New York for many Chicago insurance executives and representatives and has a large following among them. The new connection with the Biltmore gives him an opportunity to further his relationship in the insurance fraternity because of its attractiveness and convenience to insurance people in the west and middle-west. In Chicago the New York Central railroad is just across the street from the Insurance Exchange building and in New York City the Biltmore is directly across from the Grand Central terminal, with a tunnel connection leading directly to the station.

ACTUARIES DEBATE SURRENDER

The interest of members of the Chicago Actuarial Club was challenged at the February meeting by W. H. McCurdy of the actuarial department Continental Assurance in a talk on surrender values and surrender charges, when he expressed preference for loading as much surrender charge into the first few policy years as possible and not extending the charge through 19 years, as has been done recently by many companies. Mr. McCurdy said the charges in the third, fourth and fifth years should be substantially increased wherever possible. He believes this would be more equitable to policyholders as it would give preference to those who are per-

sistent and place a heavy charge on non-persistence. He urged the maximum permissible charge be made wherever possible, and that it should start at the maximum. Consensus, however, was in favor of making the charge in full up to the 20th year, with a maximum of \$25. Mr. McCurdy felt that surrender values should be adjusted to the point where policyholders would be discouraged from surrendering an old policy for a new one, taking into consideration investment of the surrender value at a reasonable rate of interest if the value were taken out of the policy.

Another subject discussed was calculation of nonparticipating premium rates. The consensus of members seemed to be for use of 90 percent of the American men select table and not over 3¼ percent interest charge; also for expenses to be assessed according to commissions and other expense schedules, depending upon a company's individual circumstances. R. I. Booth, statistician Chicago branch Travelers and president of the club, presided.

OPEN NEW AGENTS DEPARTMENT

Bokum & Dingle, Chicago general agents Massachusetts Mutual Life, are opening a new agents department and starting a conservative recruiting program. E. E. Larson, an agent connected with the office for eight years, has been appointed manager of the new business department. John Murphy, who has been educational director for a considerable period, will have charge of training the agents. Bokum & Dingle seek only the highest type of men and will adhere to their long established policy of not recruiting agents from other companies. The agency is showing a substantial business increase this year, with 30 percent more production in January and February. Mr. Larson has been a large personal producer and has had 12 years' life insurance experience. He is an authority on many phases of life insurance, including estate planning, programming and estate conservation. He is a mem-

29% MORE...

EVEN 1934 with all its economic flurries, dealt us a neat gain in new business written . . . 29% over 1933. Another vote of confidence in the principles of conservatism and SAFETY which Provident Life has steadily pursued.

With assets constantly on the increase—with a capital and contingency reserve now exceeding \$810,000 as extra security for policyholders, Provident Life typifies the sound insurance structure on which progressive agents may build their way to certain success. If a Provident connection holds interest for you, write us!

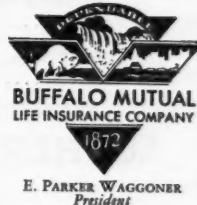


PROVIDENT
LIFE INSURANCE CO.

Bismarck, North Dakota

OPPORTUNITY

Advancement, "money-wise," is what most everyone seeks. Buffalo Mutual Life . . . old, substantial, progressive . . . offers outstanding opportunity. • Back of this opportunity is the fact that the quality of a company is not measured by its size. • If you are located in New York or Ohio and you seek a better opportunity for your proved ability . . . we invite you to write us in confidence. • Please address: **J. C. Kreinheder**, Supt. of Agents, Home Office, 452 Delaware Ave., Buffalo, N. Y.



18 POLICIES • Birth to Age 60 • DEPENDABLE PROTECTION

Whole Life Special • 20 Payment Life Special • Multiple Option Life and Annuity • 10 and 20 Year Modified Ordinary Life • 10 and 20 Year Family Income • Endowment at Age 65 • Ordinary Life, Endowment at Age 85 • 20 Payment Life, Endowment at Age 85 • 10, 15 and 20 Year Endowment • Special Convertible Term • 10 Year Term • Children's Policies, three forms, Birth to Age 10.

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T. F. NORRIS CO.
REALTORS

Specializing in Property Management
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Send 9 cents in stamps for sample copy of

THE ACCIDENT & HEALTH REVIEW

The only exclusive accident and health paper published.

It gives ideas and suggestions that help you sell income protection insurance. Address your inquiry to A-1946, Insurance Exchange, Chicago

PROGRESS

	Insurance in Force	Admitted Assets	Surplus	Benefits Paid	Refunds	Per Cent of Expected Mortality	Ratio of Assets to Liabilities
1928	\$18,466,955	\$1,730,173	\$280,184	\$3,112,283	\$139,565	46.66%	109.23%
1929	24,142,492	2,230,255	317,323	3,227,868	203,724	39.75%	117.06%
1930	30,093,652	2,863,994	341,957	3,365,928	279,807	40.92%	112.31%
1931	33,123,877	3,628,873	516,042	3,492,146	373,663	35.11%	116.57%
1932	33,305,658	4,193,483	549,339	3,619,560	471,759	33.34%	115.07%
1933	33,571,232	4,727,361	651,717	3,762,314	569,648	35.65%	115.99%
1934	37,892,867	5,339,327	821,540	3,904,252	688,031	33.49%	118.18%

During the last six years, from January 1, 1929, to January 1, 1935, the Society more than doubled its insurance in force. The assets have been trebled and the surplus almost trebled. A remarkable record!

FINANCIAL STATEMENT AS OF DECEMBER 31, 1934.

% ASSETS		LIABILITIES	
43.5	First Mortgage Loans \$2,318,058.19	Net Tabular Mean Reserve \$4,320,142.00	
	Appraised at \$8,006,905.00.	This reserve with interest and future payments is sufficient to mature all outstanding certificate values on the American Experience Table of Mortality and 4% interest.	
28.7	Bonds \$1,532,741.22	Advance Premium Payments \$44,907.32	
	Government, Municipal, Public Utilities at values approved by the National Convention of Insurance Commissioners.	Reserve for Claims... \$70,068.10	
0.0	Stocks None	This amount is set aside to provide payment of death and disability claims due in instalments. Also to assure payment of claims for which complete proofs have not been received.	
7.0	Real Estate and Office Bldg. \$377,169.02	Refund Accumulations. \$58,921.22	
	Home Office Bldg., \$76,832.00. Other Real Estate \$285,593.81. Real Estate sold under contract \$14,743.21.	Dividends left with the Society by members for future use.	
11.4	Certificate Loans. \$607,835.72	Refunds due and Unpaid \$10,364.52	
3.1	Interest Due and Accrued \$167,676.47	Unpaid because members have not designated choice of options.	
1.6	Cash in Banks.. \$87,788.71	Expense Fund Reserve. \$13,387.80	
4.5	Premiums Due and Deferred.....	Amount held for future expense of the Society.	
	Payments past due partly in hands of local secretaries. \$111,243.62	Total Liabilities..... \$4,517,790.96	
	Unpaid part of 1934 annual payments made on monthly, quarterly semi-annual basis ... \$128,657.92		
2	Miscellaneous Advances on Mtg. Loans \$8,156.24	Surplus \$821,536.15	
		Included in this amount is a special reserve of \$105,991.15 which has been set aside for dividends to be paid in 1935.	
100.0	Total Admitted Assets \$5,339,327.11	To Balance Assets... \$5,339,327.11	

Note: All securities owned by the Society are deposited and in the safe keeping of the Commissioner of Insurance, Des Moines, Iowa, or the Receiver General of Canada, Ottawa, Canada.

LUTHERAN MUTUAL AID SOCIETY

Legal Reserve Life Insurance
WAVERLY, IOWA

PROTECTED HOME CIRCLE

SHARON, PA.

FOUNDED 1886

A Legal Reserve Fraternal Insurance Society

Benefit Certificates for Men, Women and Children.
Opportunities for Field workers in a growing organization. Training classes for new workers.

S. H. Hadley,
Supreme President

L. D. Lininger,
Supreme Secretary

THE ACCIDENT & HEALTH REVIEW

The only exclusive accident and health paper published.
It gives ideas and suggestions that help you sell income protection insurance.
Address your inquiry to A-1946, Insurance Exchange, Chicago

ber of the Illinois and American bar associations and a director of the Chicago Association of Life Underwriters. The agency offices are being rearranged to accommodate the new department.

* * *

CENTRAL DEPARTMENT CAMPAIGNS

The Central department of the New York Life in Chicago under R. E. Whitney, inspector of agencies, is now in the 90th anniversary production cam-

paign, which is being conducted by the agents throughout the country, to end April 12. The regular spring Nylc rally of the department at Chicago will be held late in May, winding up the drive.

* * *

WITHDRAWS FROM ILLINOIS

The Great Southern Life of Houston has withdrawn from Illinois. T. S. Shattuc of Chicago has been state manager for the company.

NEWS OF THE FRATERALS

No Concession to Fraternals

Superintendent O'Malley Announces No Compromise Will Be Made on Missouri Code

Following the hearing on the Missouri code before the senate committee last week, Insurance Superintendent O'Malley stated that no compromise would be made with the fraternal societies. These organizations have protested the code bitterly, contending it would force them to make radical changes or even force them out of business.

P. B. McHaney, attorney for the Missouri department, is appearing before the senate insurance committee this week to present final arguments for passage of the code. The committee has indicated this will be the final hearing.

The hearing last week was enlivened by a sharp passage between Mr. O'Malley and H. H. Washburn, Jr., of the Missouri joint labor legislative committee, a member of the Brotherhood of Locomotive Engineers. He said his organizations look with suspicion on all omnibus bills.

"We don't see anything radically wrong with the existing insurance laws of the state," he continued. "We don't know the reasons for this new code bill. Everybody is apparently represented here but the people."

Mr. O'Malley interrupted to ask whom Washburn thought the Missouri department represents.

"I presume it represents themselves," Washburn replied.

"You are wrong," O'Malley answered. "The department represents the people of Missouri. And the members of this senate committee represent the people."

Washburn contended that if the code is passed it may overthrow some valuable court decisions.

D. W. Gramling of the joint labor legislative committee also spoke in opposition to the code.

Royal Neighbors Case in Oklahoma Is Being Decided

The second of the group of cases pending against fraternals in which the state of Oklahoma seeks to collect back taxes and fees amounting to a million dollars or more was tried in district court at Muskogee, and was taken under consideration. After testimony was taken the judge asked that briefs on certain points be submitted by attorneys for the defense. This case is State of Oklahoma vs. Royal Neighbors, Rock Island, Ill. The Women's Benefit Association, Port Huron, Mich., recently lost the first case in the series, judgment for more than \$31,000 being granted the state. The case was appealed.

Fraternal Bills in New York

ALBANY, Feb. 28.—The New York department is sponsoring four fraternal measures in the legislature. Stricter regulation over the form of certificate by the state insurance department is provided. Fraternals are permitted to use their own mortality tables if they

cover at least 20 years and 100,000 lives with interest assumptions of not more than 4 percent. Valuation of outstanding certificates and other obligations of fraternals is provided, with provision for inspection by the New York superintendent in case of deficiency. The exemption of certain societies is changed by including organizations of workmen of the same or allied trades. Any organization paying sick benefits of under \$350 and \$400 maximum death benefits is also exempted.

Missouri Leader Dies

Mrs. Hettie Kelley Allison, Missouri president of the supreme forest of Woodmen Circle, died at her home in Kansas City.

Higher Surrender Charge Is Death Blow to Twisters

(CONTINUED FROM PAGE 1)

more attractive to individuals who buy with the net cost of insurance always in mind. There is possibility that this sales advantage will push so much insurance in a short period to the companies with the broader policies that they will quickly become sated and be forced to impose the restriction.

It is also probable that twisters and "rewrite specialists," will take advantage of the situation to concentrate on the older business of such companies as they still would have a strong argument in the case of the unrestricted policies. Both factors would serve to force companies quickly in line with the general practice regarding surrender charge.

Another large eastern company is reported to be considering adoption of a surrender charge varying from a minimum of \$12.50 to maximum \$24.50. The proposal is to make the charge one-third of the reserve, but never less than \$12.50 per \$1,000. This would wipe out cash surrender and loan values in the early policy years but it is said the plan calls for setting an arbitrary value of around \$1 per \$1,000 in such cases. This charge would run over 19 years, in the 19th year the surrender charge being \$12.50 and after that time full reserve being allowed.

PERSONALS

J. R. Hardin, president Mutual Benefit Life, and E. D. Duffield, president of the Prudential, will discuss "Politics and Crime" at the New Jersey Crime Conference in Trenton Friday and Saturday of this week. Governor Hoffman will preside.

Wm. J. Powell, vice-president and treasurer of the Edward A. Woods Company of Pittsburgh, and his wife have sailed for a cruise to the West Indies. They expect to stop at St. Thomas, St. Croix, Barbados, Trinidad, and other points along the way.

E. C. Willis, who resigned as agency vice-president of the Liberty Life of Topeka last year, sailed from San Francisco this week on a trip to the Hawaiian Islands, China and Japan. He will be gone about three months.

SALES IDEAS AND SUGGESTIONS

Simplified Selling Is Urged By Gray of Prudential

A. E. N. Gray, assistant secretary of the Prudential, speaking to the 1935 sales conference of the Florida Life Underwriters Association in Tampa, insisted that while "Selling life insurance is not easy, it can be made simple," and that "no matter how big a job may be it can be broken up into a number of little jobs."

"The job of selling life insurance can be simplified by observing three important factors: First, What do we have to do to sell life insurance? Second, What do we have to say to sell life insurance? Third, It's just as important to know why we sell life insurance as it is to know how."

"One thing every man must do in order to sell life insurance successfully is learn something about the thing he is selling," said Mr. Gray. "Many men who believe they can sell life insurance without a thorough knowledge of what they are selling would be surprised if they realized how many sales they lose because they are not able to give the prospect a more attractive picture of life insurance than the one he already has."

"Another thing an agent must do is learn how to prospect, but a knowledge of prospecting will be of little value to an agent unless he is willing to call on people who don't want life insurance, and try to make them want it."

Make Prospect Think About Life Insurance

"Most men agree that any thinking man will believe in life insurance, and so it seems that the best way to make people buy life insurance is to make them think. And it also seems obvious that the man who doesn't believe in life insurance is not thinking properly. Therefore, when some one tells you he doesn't believe in life insurance, you can cause him to do some very serious thinking by asking him what he thinks should happen to a man's family when he dies."

"Here are some thought-provoking approaches:

"If you knew you were going to die and were able to choose, which would you rather leave your family: an income of \$100 a month for 10 years, or an income of \$200 a month for 5 years?"

"You believe in a fair exchange, don't you? Then how does this appeal to you as a fair exchange? Give my company your date of birth and we will lend you a date of death until you get one of your own." This will enable the agent to make the prospect realize that the big weakness in any of his plans for the future lies in the fact that he doesn't know when he is going to die.

"When you lie awake at night and think that coffee is keeping you awake, what are some of the things you think of? Does it ever occur to you that it isn't coffee that keeps you awake? The thing that keeps you awake is the fact that your mind has some unfinished business to worry about. And, incidentally, most of these worries are of the type that life insurance can prevent. Besides, while not being able to sleep is pretty bad, not being able to wake up is a whole lot worse."

"What would you think of a plan that would enable you to make your will before you had made your money, and still know that the terms of your will could be carried out?"

"The importance of the prepared

sales talk lies in the fact that an agent who goes to all the trouble necessary to get for himself an opportunity to tell his story should have a story ready to tell. This story should be based on what life insurance is and on what life insurance can do for the prospect.

"Too many agents stop selling at the point at which the real selling should start. In order to make a sale, it is necessary to appeal to a motive for buying, and this appeal should be made after the agent has told his story about what life insurance will do for the prospect and his family. One very simple way to make the appeal is by asking the prospect, 'Isn't that just what you want to do, Mr. Prospect?'"

"It takes real courage to sell life insurance, but this courage can be obtained from three sources:

"(1) A realization that anything worth doing is hard to do.

"(2) A realization that while the history of a nation is written in the prayers of its people, the history of your work is going to be written in the prayers of men who are about to die.

"(3) In a realization that whenever you place a life insurance policy in an American home, you are doing from 50 to 100 times as much for some one else as you are doing for yourself.

"And isn't that just what you want to do?"

Finds Prospects in Old Timers Making Comeback

NEW YORK, Feb. 28.—Younger men who have been winning their spurs during the depression have been a fine source of life insurance prospects, but there is another class which can now profitably be cultivated with an eye to both present and future business, says

W. B. Burruss, former general agent of the Provident Mutual Life in Norfolk, Va., and Springfield and Kansas City, Mo., and now a lecturer before business men's gatherings, including life insurance sales congresses. His inspirational address at the 1935 New York City sales congress held his hearers through to the end, though he was the last speaker.

The class to which Mr. Burruss refers comprises those men who are now beating their way back toward the top after hitting bottom in 1933 and 1934. Auto dealers, for example, are making money for the first time in eight or 10 years, he says, and there are other lines showing like improvement.

Covering a wide territory in his lecture tours, Mr. Burruss has found that many of these men have been down but by no means out and are coming back with their old aggressiveness. In this they are being helped by the banks, which are eager to put their funds into enterprises with known and trusted leadership.

"The American spirit is the comeback spirit," said Mr. Burruss. "These men are taking advantage of every break, and they are beginning to get the breaks now. Most of them have been forced to drop their insurance. They need coverage now not only for family protection but for credit purposes."

Mr. Burruss believes general agencies should have financial advisers, to deal with questions of agency finances, agents' personal financial problems, and prospects' and policyholders' financial set-ups.

It is a large part of the general agent's work to keep his men on their toes, reviving their flagging spirits, and this sort of activity doesn't mix well with the analytical financial side of agency work. The ability to handle such divergent types of work successfully is rarely found in one individual, and Mr. Burruss believes it would be better to keep the two types separate.

Assessment Deposit Bill Passes

PIERRE, S. D., Feb. 28.—The house has passed the senate bill requiring mutual assessment life, health and accident companies to deposit \$5,000 before beginning business.

GENERAL AGENCY NEWS

Aetna Life Awards Are Made

P. D. Sleeper Agency at Washington, D. C., Secures the National Trophy—Other Successful Officers

President's trophy awards for 1934 have been made to five general agents by M. B. Brainard, president of the Aetna Life. The national award was presented to the P. D. Sleeper agency, Washington, D. C. The eastern division award was won by the W. R. Harper agency, Philadelphia. In the southern division the trophy went to the Gordon H. Campbell agency at Little Rock. The O. T. Cropper agency, Topeka, won the western division award, and in the Pacific division the winner was the W. M. Hammond agency, Los Angeles.

These awards were inaugurated in 1929 as a recognition of those agencies showing, during the year, the greatest general improvement in the major phases of agency building. A large agency has no advantage over a smaller agency.

Five trophy awards are made each year, one master trophy going to the agency leading the entire country in general improvement. Four additional trophy awards are made, one to the leading agency in each division. The

award is a bronze wall plaque on a walnut mount, carrying an appropriate symbolic design in relief and the name of the winning agency.

Dallas Office Gets Cup

The Dallas office of the Travelers, under Manager H. B. Gengnagel, won the Page cup awarded by the company to the office showing the largest increase in new accident premiums over allotment. Dallas has won the cup three times and therefore becomes its permanent possessor. Manager Gengnagel has emphasized consecutive weekly production because in this way the agents are kept always in fighting trim.

Macauley Dinner Host

C. A. Macauley of Detroit, state agent John Hancock Mutual Life, entertained 75 members of his agency force and office staff and their wives or husbands at dinner, honoring H. G. Schafer, superintendent of general agencies. Special guests included H. E. VandeWalker, state agent Ohio State Life and president Associated Life General Agents & Managers; F. J. Little, Massachusetts Mutual Life, president Qualified Life Underwriters, and H. B. Thompson, executive secretary of the two associations and of the state underwriters' organization.

SPARKS

from the firing line

By JOHN W. AGENT

Now that the gold decision and the February holidays are well behind us let's march forward to many happy weeks.

* * *

She was a hard working widow in an office building. After a call on her boss I got to talking with her about her two boys—13 and 16. The two \$1,000 policies I suggested with double indemnity for accidental death would have cost her about \$11 quarterly for both. She felt she couldn't afford it right then and would I come back about Feb. 1 (two months) when she might be able to swing it. I called about the time named and inquired for her.

"Why, she's been home about a week," said her boss. "Her oldest boy was skating and fell through the ice and drowned."

Had she given me eleven bucks on the first call I could have brought her a check for \$2,000 last month. As it is, they are taking up a collection for her in her building.

Sometimes we don't realize how important to our prospects may be the sales we fail to make.

* * *

March is a long month and one in which the spring fever alibi has no place. If we will, we can carry up enough momentum in it to carry us right through to summer without slackening speed. The admiral who said, "Thell with the torpedoes, full steam ahead," ought to have made a good insurance man. Maybe his order would make a dynamic slogan for this month.

* * *

Are you helping to elevate the business and to make a good name for yourself by attracting able salesmen to your agency? Before you invite a man into the business it might be well to ask yourself at least two questions: "Is he the kind of a man I'd like to work with?" "If I were in some other line, could he sell me insurance?" This is a particularly good time to get new men started successfully, when the sales trend is consistently upward.

* * *

The boss says: "If Marshall Field's has a sale and offers overcoats for \$20, you know that you can buy one, providing you have the twenty. But buying insurance is not that simple. You may have \$1,000 and be unable to get a policy if you're a bit unfit, physically or morally." There's sales dynamite in that. Many people want a thing most when they are made to feel that they may find it a trifle difficult to obtain.

Fits Plans to Purpose

Man fits his plans around the purpose he has in mind. E. B. Thurman, general agent in Chicago for the New England Mutual Life, declared in a talk on "Harnessed Power" before the Life Underwriters Association of St. Louis. Life insurance is the only plan created by man that successfully transmutes his surplus earnings into usable income for his future needs and which hitches this usable income to the work to be done. "Man today is most concerned in providing a permanent income for himself and family when he is not longer able to have earning power. Life insurance takes the uncertainty out of providing for the future."

Pact Prepared by Agency Officers

(CONTINUED FROM PAGE 3)

with a view to canceling those who are unfit.

"8. We agree to make an earnest effort to improve the selection of agents, involving more care in the process and probable reduction of numbers hired.

"9. We agree that no contract will be made with an agent now employed by another life insurance company without first communicating with the home office of the employing company.

"10. We agree to request the superintendent of insurance to cancel immediately the licenses of all agents whose contracts with this company are canceled."

The committee of the association consists of: Frank H. Davis, Penn Mutual, chairman; H. H. Armstrong, Travelers; W. P. Coler, American Central; W. W. Jaeger, Bankers of Iowa; W. W. Kling-

man, Equitable of New York; D. C. MacEwen, Pacific Mutual; T. A. Phillips, Minnesota Mutual; Henry E. North, Metropolitan, chairman executive committee of the agency officers association, and J. M. Holcombe, Jr., secretary of the agency officers association, are ex-officio members.

Recruiting Agents Is Difficult Job

(CONTINUED FROM PAGE 1)

interviewed 250 men and will feel himself lucky if he gets 5 agents out of the process.

There has been a little experimenting with the plan of having an agency supervisor devote his whole time to recruiting. One prominent agency with an aggressive recruiting policy tried this for some months but found it was too expensive to pay. Another large office is trying the plan now, with a supervisor who had as a personal producer

an exceptionally fine record for prospecting in what most people would consider a meager territory compared with New York City. It is the general agent's belief that a man with a good prospecting record is the type who will do the best in recruiting, and so far the results seem to bear this out.

It might be thought that the proposed agreement on part-time and poorly qualified agents and better selection standards might be looked upon as a partial solution to the recruiting problem. However, general agents and managers are shy of making any predictions. Admittedly, it will be quite a while before any improvement resulting from the agreement gets around to the general public sufficiently for prospective agents to hold a markedly different view of the career of selling life insurance.

Special Conference Dates Have Now Been Arranged

(CONTINUED FROM PAGE 3)

held in Cincinnati, headquarters to be the Netherland Plaza Hotel, Sept. 30-Oct. 1-2. The association will be the guest of the Cincinnati member companies. Charles Hommeyar, vice-president Union Central Life, has been appointed chairman of the committee on arrangements. A one-day seminar for company educational supervisors directing the L. O. M. A. Institute work will be held in Cincinnati the day following the close of the regular session. The present membership is in excess of 120 companies, and seven new members have been admitted since the 1934 fall conference.

Insurers Not Under 77B

The United States circuit court of appeals at Chicago has held that insurance companies do not come under section 77B of the amended federal bankruptcy statute. Accordingly the efforts of a group that was seeking to knock out the reinsurance of the Peoria Life into the Alliance Life were defeated. This is the second decision of the court recently in Chicago adverse to litigants seeking to upset reinsurances. In an earlier opinion those seeking to knock out the reinsurance of the Illinois Life into the Central Life of Iowa were rebuffed by the court and costs were assessed against them. It is interesting that last week the United States circuit court of appeals at St. Louis validated the reinsurance of the Royal Union Life in the Lincoln National against the attack of a group of Royal Union stockholders.

Premium Tax Preferred Claim

ST. PAUL, Feb. 28.—The state of Minnesota has won its case in federal court to collect \$3,286 in premium taxes from the receiver of the Royal Union Life of Des Moines. Minnesota filed a claim as a preferred creditor and when this was rejected by the receiver, the state sued in federal court and won out.

Claims Under New Policies

The Equitable Life of New York in 1934 paid 237 death claims on its ordinary business, totaling \$1,066,438, under policies in force less than one year. Of this number 117 were in force six months or less.

Continental Assurance Rule

The Continental Assurance in future will issue retirement income and single premium annuity policies only with signed applications. It has been found that such policies have been returned "not taken" in many instances when signed application was not secured. Also, it has been necessary frequently to write the agent for evidence of age, so in future no retirement income or annuity policies will be issued until the agent has furnished the home office authentic evidence of age. The element of interest being important in the annuity business, all policies must be delivered and paid for within 30 days of date of issue.

Michigan Book Issued by The National Underwriter

The new Michigan Underwriters Handbook, published by THE NATIONAL UNDERWRITER, gives a number of interesting facts in connection with the insurance business in the state.

The last directory lists 757 companies operating in Michigan. Of these 234 are stock fire companies, 164 mutual fire, 96 stock casualty, 43 mutual casualty, 23 reciprocal, 112 life and 85 fraternal.

The handbook presents in handy form the complete statistics and facts regarding insurance in the state. The agency section contains a list of all agents licensed showing their companies, members of the agency, etc. Another feature of importance is the list of solicitors. This is arranged to show the agency in each town which employs solicitors. There is a list of adjusters, attorneys, hotels, field men, general agents and managers, town classification, etc.

Michigan has always been an important state insurance and the Michigan handbook is one of the oldest publications of its kind.

Enforce Assessment Law

SAN FRANCISCO, Feb. 28.—Commissioner Mitchell has notified all Chapter 4 assessment benefit associations to change their by-laws, their policy forms and other methods of operation to conform to a recent ruling of the attorney-general's office, which is so drastic that many believe the associations will be unable to continue their operations. The attorney-general ruled that "no such association should be permitted to issue contracts of varying amounts, which, at the time of such issuance, could not be fully met by the levy of an assessment which would produce an amount sufficient to meet the face amount of any certificate issued by it." The insurance department has been convinced for some time that many of these associations failed to assess to the limit allowed or necessary because of fear of losing members. As a result many beneficiaries received but a small part of the sum mentioned as being the amount of insurance in the policy. The attorney-general also advises Commissioner Mitchell that members are liable for debts of the association and that he has the power to proceed with liquidation of such associations on failure to meet the conditions set forth.

McAndless Back on Job

A. J. McAndless, vice-president Lincoln National Life, is returning this week from a Florida vacation.

Opportunity

A Middle Western Life Insurance Company Thirty Year Old Wants an Assistant Agency Director

The man chosen must be between twenty-five and thirty-five years of age with a strong personality — splendid character. Must have been personal producer and have something of a record in selecting and training men.

Preference will be given to a man who lives in Iowa and has some acquaintance with the insurance situation in Iowa. Preference will also be given to a man who is thinking more of future than immediate salary although a fair salary and traveling expenses will be paid to the man we choose.

Write telling all about yourself. Address B-47, The National Underwriter

WANTED

A GENERAL AGENCY FOR A LIFE INSURANCE COMPANY, must be rated "A" Los Angeles County or Southern California territory. At the present time we are selling Life Insurance with a selling force of twelve men. Will guarantee a minimum production of \$500,000 first year.

B-46, NATIONAL UNDERWRITER

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